The Magazine for Executives

OCTOBER 31, 1953

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TANNERS' MEETING

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"Independents" Stir Up Industry Tempest

LIA EXHIBIT

Shoe Fair Theatre Wins Dramatic Acclaim

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LEATHER AND SHOES

The Magazine for Executives

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ABC

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Coming Events

Nov. 15-18, 1953—Semi-annual Parker House Shoe Show. Showing of spring and summer 1954 lines to New England shoe buyers. Sponsored by Boston Shoe Travelers Association. Parker House, Boston.

Nov. 29-Dec. 3, 1953—Popular Price Shoe Show of America showing of footwear for Spring and Summer 1954. Sponsored by National Association of Shoe Chain Stores and New England Shoe and Leather Association. Hotels New Yorker and McAlpin, New York City.

Feb. 14-16, 1954—Factory Management Conference. Sponsored by National Shoe Manufacturers Association. Netherlands Plaza Hotel, Cincinnati, O.

February 27-March 2, 1954—Allied Shoe Products and Style Exhibit for Fall and Winter 1954. Hotel Belmont Plaza, New York City.

March 1-2, 1954—Showing of American Leathers for Fall and Winter 1954. Sponsored by Tanners' Council of America. Waldorf-Astoria, New York City.

April 25-28, 1954—St. Louis Shoe Show, sponsored by St. Louis Shoe Manufacturers Association. Leading St. Louis hotels.

May 10-11, 1954—Annual Spring Meeting of National Hide Association. Sheraton-Cadillac Hotel, Detroit, Mich.

May 13-14, 1954—Annual Spring Meeting of Tanners' Council of America. Bedford Springs Hotel, Bedford, Pa.

Aug. 31-Sept. 1, 1954—Showing of American Leathers for Spring and Summer 1955. Sponsored by Tanners' Council of America. Waldorf-Astoria, New York City.

Oct. 28-30, 1954—Annual Fall Meeting of Tanners' Council of America. Edgewater Beach Hotel, Chicago.

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Out of Europe comes an inspirational idea which could prove a profitable incentive for our own tanning industry. The time has come to think of an annual

AMERICAN LEATHER EXPOSITION

WE in America have an international reputation—or so we believe—for doing just about everything bigger and better than it's done anywhere else in the world. The "big show," regardless of what it pertains to, is believed to be strictly an American institution.

Well, one of our leading American tanners has just returned from the International Leather Fair which was held in Paris. This tanner, like most Americans, had figured that when it came to leather the U. S. leather industry did it bigger and better than anyone else; we made more of it, employed more people, sold and used more of it, used more modern equipment and methods — yes, and exposed and promoted it to the American public better than was done in any country throughout the world.

An Eye Popper

Well, in Paris his eyes popped, and it wasn't from the front row at the Moulin Rouge. It was the International Leather Fair, the most complete and elaborate exposition of leather and leather products in the world.

This mammoth show is held in the Paris Exposition Fair Grounds, with a vast space of 150,000 square feet devoted to exhibits of every type of leather and leather product, from a smart new car upholstered in leather to a tiny comb case.

The tanners had their own section, where all types of leather were on display, enlivened by "educational" exhibits. But there were other special sections: shoes, gloves, luggage, leather apparel and accessories, sporting goods, leather garments, upholstery, personal leather goods items, etc. If it was made of leather, it was on display.

But it went even further, for there were exhibits of tanning machinery and shoe machinery (in operation with workmen to get across the "live show" idea). Also, tanning chemicals and extracts and dyes. If it had anything to do with leather, it was there. And they went even further. For example, tanks with live alligators, and nearby the raw alligator skins and finally the tanned and finished skins.

Drama In Leather

The tens of thousands of people who visited that exposition were awed, as they rightly should be, by the depth and expanse of an industry most had pretty much taken for granted, like the gnarled old chestnut tree in their back yard. They were deeply impressed by the unending drama surrounding the development of leather; by its involved technology and essential materials coming from the exotic corners of the world; by the beauty of the countless end products—and by the enormous variety of end uses, both utilitarian and fashion-wise, of these products as affecting their daily lives.

Here was an exposition that stirred the imagination of all who saw it; a show which gave fresh insight into the age-old inherent beauty of an ageless material and the countless products of leather that serve man's basic needs along with his luxurious tastes.

And so comes the obvious question: why can't the American leather industry do it—and do it bigger and better?

It was only recently that Sam Sullivan, the prominent Laredo, Texas, shoe merchant suggested and urged that the leather industry put on such a massive, all-inclusive leather exposition for the public in Madison Square Garden, much as is done annually with the Automobile Show and others.

This holds enormous potential in terms of inspiring public re-appreciation of leather and leather products. And it could be done in a practical manner, with all branches of the industry sharing costs. Each branch of the industry could pay the costs of setting up their own section. For example, leather gloves by the leather glove manufacturers' association, upholstery by the leather upholstery group, etc.

It's important that no segment of the industry be excluded. For instance, note that machinery and equipment for making leather, shoes and other leather products were on display, in "live" operation. Note that displays of tanning materials and extracts and dyes were on exhibit with proper "educational" background.

And the industry should include livestock — cows, goats, alligators, snakes, lizards—yes, a kangaroo and ostrich and other "exotic" creatures whose skins are used for leather. Nearby, show the corresponding raw skin of these animals, then the finished leather, and finally the end products made from these leathers. Let the exposition be "live" and dramatic in every respect.

The Real Fault

Traditionally, practically all leather shows (as well as shoe shows) have been slanted to intra-industry interest. At such shows we become exuberant with our technological progress, with our new developments in end products and in fashions. But later, frequently, we find ourselves weeping and wailing about lack of public appreciation and response to all our creative and technological efforts. Actually, the weeping should be for our own failure to show and tell the public what and how we produce, and how it serves their lives—their needs and tastes and desires—to the point of inspiring them to own more and more of those products.

An annual American Leather Exposition might prove a heartening step in the right direction.

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PRESIDENT'S REPORT

An accounting of Council's activities in the past two years

By Lawrence L. Jones

TWO years ago, October, 1951, the industry was still in the midst of a painful re-adjustment that came after the excesses of the months following the outbreak of war in Korea. It was in that atmosphere of urgency that Leather Industries of America was born.

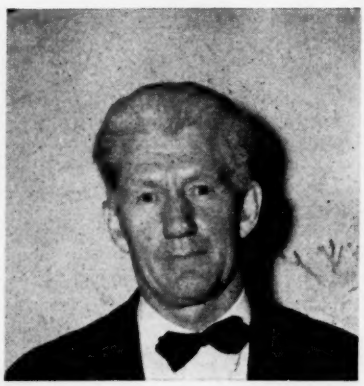
In retrospect, one can rather easily make a good case for having started this important project at a much earlier date. For many years before 1951, and with mounting frequency as the years passed by, new products competitive with leather had been coming into the market place, new and aggressive industries were training their sights on markets that had long been leather's uncontested bailiwick.

In October of 1951, it became clear that a general awareness of the growing danger of the situation was more important than the urgency of the moment in bringing about almost unanimous approval of the plan that led directly to the formation of Leather Industries of America.

I consider the formation and unfolding of Leather Industries of America to be one of the most significant developments of the past two years. Leather Industries of America has already achieved such a degree of success that people outside our industry, some of whom have worked mightily to do a similar job for their industry, have, with envy and admiration thusly characterized our effort and our success.

During the critical days of that October meeting in 1951, much was heard about the need for stability in the leather markets. It was feared that no amount of effort on the part of Leather Industries of America could offset the evil effects of violently fluctuating leather prices and their disconcerting effect upon shoe manufacturers and other customers of our industry. Instability in our industry had been an ever-present difficulty, the source of never end-

Talk before Annual Meeting of Tanners' Council, Chicago, Oct. 22.



ing discussions. Like the weather, it was a topic on which much could be said, but about which little could be done.

In the spring of 1952, at a meeting of our Trade Relations Committee, with a similar committee from the National Shoe Manufacturers' Association, the question of leather price stability came to the forefront of the discussion. One of the members of our Committee stated flatly that a period of greater stability in leather prices was emerging, that we no longer required special regulations, prices by decree, such as the Government price ceilings under which we operated for a time in 1951, to insure stability. He pointed out that stability was being insured by the ordinary working of the market place, a market place in which an ever increasing supply of substitutes for leather were poised and ready to jump in and take over the moment that leather prices became overly capricious.

What has been the actual situation during these past two years? The raw stock and leather price re-adjustments that were under way in October of 1951 ran their course in the next few months. Between February and April, all raw hide and skin prices had stopped sliding downwards and had leveled off. The following few months made it clear that in the case of calf and kid skins, the downward swing had gone beyond the balance point and, consequently, prices rebounded. By August all prices had arrived at a balance point. The record since that time has been one of unusual stability. In fact, the record of cattlehide prices demonstrates a degree of stability that is quite remarkable. A three-month running average of cattlehide prices from February of 1952 up to the present is almost a straight horizontal line on the price chart.

This long period of phenomenal stability in cattlehide prices points up a major development within the industry during the past two years. During that period, as a result of a huge cattle population and record slaughter, the United States changed from an importing to an exporting nation with respect to cattlehides. Since our exportable surplus was insignificant in terms of world requirements, and modest as a percentage of our own requirements, cattlehide prices emerged as a new stabilizing factor of very considerable importance. It is clear that the industry has acquired and must reckon with a new and novel situation.

Thanks to the inter-relation of all leather prices, every segment of the industry must be alert to this newfound stability in cattlehide prices, and in particular it should note the level at which this stability is occurring. I will venture a guess that this new force has not yet had time to exert its full effect upon all leather markets. That possibility should not be passed over lightly by the divisions of our industry that are not cattlehide users. The ramifications of such an influence are so many and so intricate that a discussion of them at this time is quite impractical. Yet, I fell that the general direction in which any analysis would point is reasonably clear. It woud point in the direction of greater stability in leather prices. Our industry's cus-

(Continued on Page 90)

1954 Rawstock Supply Outlook

For the year ahead: a wholesome level of leather and shoe output

By Edward L. Drew

Economist, Tanners' Council of America

EVERY week people read about the 30 and 40% gains in slaughter of cattle and calves and find it impossible to reconcile these increases with the gains in leather production, shoe production, leather deliveries and so forth. The question raised and put to us has been, what has happened to all these hides and calfskins? Who's getting them? Are the slaughter figures right? And so on.

Actually this mystery, "The Case of the Missing Hides," is no mystery at all. The trouble has been that the answer has been sought in the wrong sort of comparisons. If you want to compare supply with demand, you only get confused if you start comparing supply this year with supply last year and demand this year with demand last year. The question of what is happening to this year's large supply can only be answered by looking at this year's demand.

Cattle Hides For Example

Take cattle hides for example. In the first seven months, there was a Federal Inspected Slaughter of 9,448,000. This meant a total domestic cattle slaughter, and, therefore, a total new domestic hide supply in the seven months of 13,693,000 hides. What happened to this admittedly large supply? The answer to that question clears up what may have seemed like a real mystery. In the first place, domestic tanners used up, wet in, 12,900,000. Then we had net exports of about 650,000 hides. Add these two figures together and you get a disappearance of 13,550,000 hides as against a new supply of 13,690,000. In other words, the large

new supply was used up. If anyone wants to make the same calculations when September figures are available to see what the nine months' figures show, the answer arrived at will probably throw some light on what has been happening in the market place since the end of July.

This excursion into what has happened is not just an exercise in arithmetic. The method of approach used for the past is precisely the method we can use for the future.

Let us, then, take a look at the outlook for demand.

By and large, leather demand this year has been good quantitatively if not profit-wise. Shoe production, while currently being restricted, will for the year as a whole be at least equal to the 1952 output of 508 million pairs. Mr. Schnitzer has with good reason pointed to the continuing increase in the U. S. population of about 2.8 million a year and the apparent continuing high level of consumer income and employment. In the light of these factors it is difficult to see any reason for any significant change in shoe consumption and shoe production volume—if we look at the year as a whole. This does not mean that each month or even each quarter of 1954 will show a production identical with the comparable period of 1953. We will find some gains and some decreases but when the 1954 total is arrived at it will bear, I believe, a fairly close resemblance to 1953.

Reasonable Anticipation?

Is this a reasonabe anticipation? I know there is always some scepticism regarding the use of averages —and I share this attitude. But averages are handy tools and can be of service if used with care. It is true, of course, that the make-up of the population by age/sex groups is not static and it is also true that for each age/sex group there is a different consumption rate for shoes and other clothing. Nevertheless the year-to-year changes in such factors are relatively small and trying to account for them in arriving at overall totals adds very little to accuracy.

For that reason I am not afraid to multiply 163 million people by 3.15 pairs per capita and come up with an answer of more than 513 million pairs. There is nothing sacred about this figure and it is not offered as anything but a piece of evidence in the argument that a shoe volume in 1954 approximately equal to that of 1953 is not an unreasonable assumption.

If shoe volume in 1954 approximates the 1953 volume, then the shoe leather consumption can also be expected to be about equal with that

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Talk before Annual Meeting of Tanners' Council, Chicago, Oct. 22.

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COUNCIL REPORT TO THE INDUSTRY

Leather industry faces period of merchandising opportunity

By Irving R. Glass

Executive Vice President, Tanners' Council

FOR about fifteen years almost all business has lived in a recurrent crisis atmosphere. Between the prologue and the epilogue to war we found ourselves moving from one state of emergency to another. Tanners had to be concerned again and again with extraordinary and abnormal circumstances. The background has shifted, far more than is generally realized.

Normalcy Returning

Normalcy of some kind is returning, and we call it normalcy for lack of any other word to describe it. Against that changing background, with all its overtones of competition, we believe that an adjustment in business thinking is imperative. You have to look now to the steady, grinding, routine job of business. Salvation or grace will not be found in the unexpected opportunities, the extraordinary flurries which have electrified markets on a number of occasions in recent years. Normalcy is a long succession of days without any extraordinary events to pull the fat out of the fire, and I suggest to you we have that kind of period ahead of us.

Before the war, back in the 30's and in the 20's, it was pretty generally agreed that the record of the tanning industry in terms of earnings was nothing in which we could take great pride. There was one of the great paradoxes of American business. We were making products that were tops in quality, products which were the base for profitable manufacturing and retailing business,

goods which were identified as an outstanding part of the American standard of living. The amazing fact was that the tanners' return, the profit which ought to be the measure of an industry's contribution, was nonexistent. On the contrary, the consistency with which red showed up in our figures was tremendously disturbing.

We have come a long way from those dim and vaguely remembered years when the final tally for our annual effort was typically referred to as profitless prosperity. The prime issue before all of us today is simple: Where do we go from the crossroads at which we stand at present? Must we revert to the condition before the war in which this industry was the low man on the totem pole? Or, have we learned enough, have we realized the possibilities which should not only give us confidence in the strength of our position but an aggressive determination to achieve the profitability which is the only excuse for staying in business?

Tanners have every reason to be optimistic, to look at the future with the expectation of progress and worthwhile accomplishment. The optimism I have expressed is nothing theoretical nor is it intended as any kind of official Pollyanna doctrine. We don't know our own strength. As an industry we fail to realize how much progress we have made, how far we have gone in actually adjusting operations and management policies to get at the root of the conditions which produced losses or inadequate earnings before the war. Ideas and policies which might have seemed visionary years ago are now taken for granted and what is more, are practiced. We have learned as an industry as well as individual companies what can be done to improve our merchandising and many of us are making practical and effective use of selling and promotional ideas.

Marginal Companies

In a competitive industry there are always bound to be marginal companies, there will always be a range of success and failure. What I am talking about is the average level of profits in this industry, the normal standard at which our sights ought to be set. Unless profitability in this industry can be respectable and measure up to what is both expected and accomplished by a majority of industries, we fall short of our goal.

I believe that the groundwork has been laid, the base exists for reasonable earnings in the leather industry, that our thinking now has to catch up with the fact that we can and should expect a proper return as normal rather than as infrequent, intermittent or unexpected.

The base exists by virtue of the

(Concluded on Page 94)

Talk before Annual Meeting of Tanners' Council, Chicago, Oct. 23.

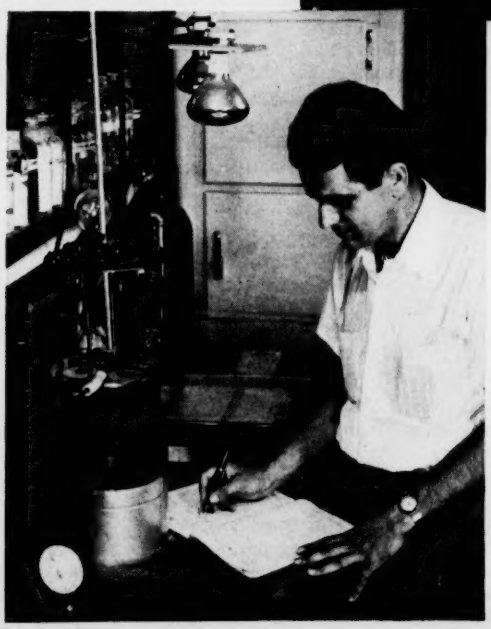
Laboratory preparation of acrylic esters, one step in the search for improved polymers.

This machine measures low temperature properties of plasticizers.

Weatherometer measures resistance to light of chemicals on leather and fabrics.

Scott Tester evaluates tensile strength of fibers.

Apparatus for measuring respirations of microorganisms used in production of industrial enzymes.



Films used in coatings are tested for rigidity through a wide temperature range by this apparatus.

THE SEARCH

THAT NEVER ENDS

Once in awhile the question is asked: "What has been the effect on Rohm & Haas leather chemicals of the spread of the company's interest into other fields?" The answer is simple: Chemicals which might not otherwise have been made are now available to the tanner. This has resulted in the development of products of highest quality whose range of usefulness to the tanner is steadily being extended.

Important as our leather business is, it could not by itself support the fundamental research in various fields which has resulted in the development of new and improved leather chemicals for the tanner.

A case in point is ZIRCOTAN, the zirconium tanning agent for producing through-white leather. Initially our interest in zirconium compounds centered around their use as opacifiers for porcelain enamel. Subsequent work on the chemistry of zirconium led to the development of ZIRCOTAN.

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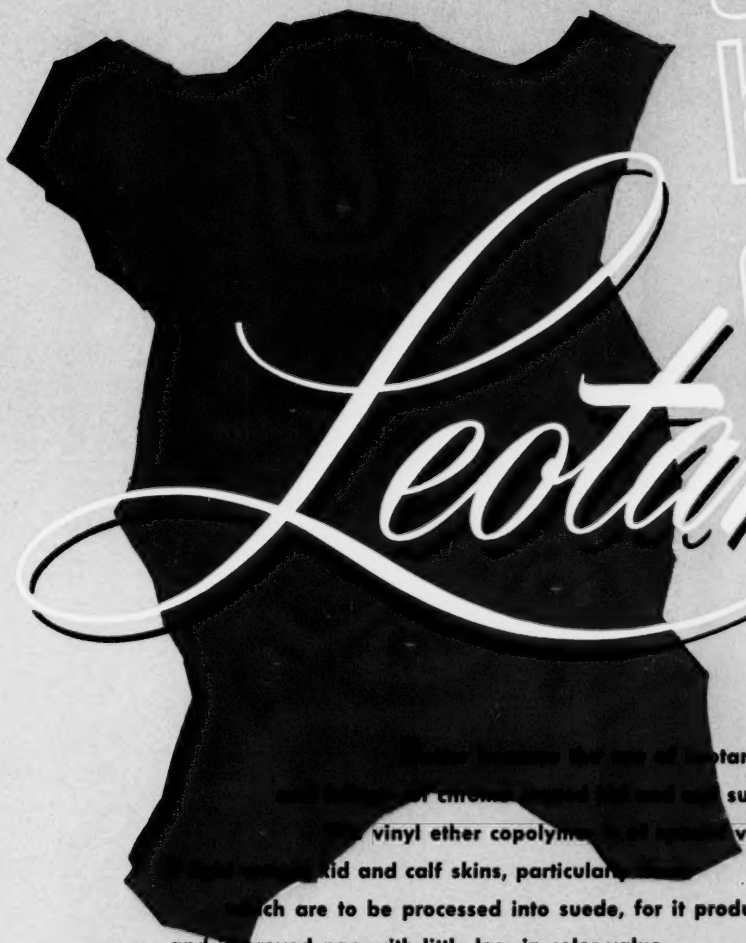

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ONE YEAR OF LEATHER PROMOTION

First anniversary report on Leather Industries of America

By Clayton F. Van Pelt

President, Leather Industries of America

THIS is the first real birthday of a major industry effort, of Leather Industries of America. A year ago we had an infant on our hands, but in a few months it seems to have been weaned, learned to walk and talk, and achieved a lusty adolescence. We have an accomplishment behind us of which every one in this industry can and should be proud.

We are long past the point where the merits or the feasibility of this undertaking could be discussed or debated. The evidence is in; the verdict is a matter of impressive record. We are also beyond the stage when it is important to discuss the mechanics and means of this undertaking. On several occasions in the last year you have seen visual presentations of what is being done. Your staff has tried to maintain the freest lines of communication with all members so as to keep you completely posted and aware of every phase of Leather Industries' operations.

The best step taken to establish and keep open communications with members was the series of regional meetings held during the past month. These meetings were authorized by your Board and from all the reports I have had, they were an unqualified success. A great many of you have asked for similar meetings to be held again and again in the future. That will be done.

At the regional meetings which so many of you and your sales force attended, something began to emerge and take shape which I believe can be the most important accomplishment of Leather Industries of America. It was something which was simply not possible a year ago because as practical business men we first had to be convinced that the task we undertook was feasible, that

the experiment could be successful, that a hope and a wish could become a reality. As the evidence came in, doubt gave way to conviction, and as an industry we became ready for the next step. In LIA we have something more than a public relations or advertising set-up. We have there, every one of us own in LIA, an extension of our own selling force.

We have reached the stage where every one of us can begin to think specifically and directly of utilizing LIA ideas, themes and activities to our own and individual advantage. It is no longer enough to regard this job of selling leather with a capital L passively, as something being done in a broad way without direct relation to our own merchandising and selling. We now can and must regard the job as having the kind of practical meaning which you can talk about with your production department and your selling force.

If tanners hired LIA to do some kind of selling job for them, they would be on its tail day after day to know what was done, why and when. There is a selling job going on 24 hours a day throughout the country. Leather is being sold and pre-sold for all of us. Are we taking the utmost advantage of this new addition to our joint sales force? Some tanners are, and the regional meetings seem to have started a train of thought which is likely to result in even more companies exploiting and cashing in on the publicity, the promotional themes and the national advertising. When that is the case, then we shall have gone a long way as an industry to make our selling and our merchandising genuinely competitive in a changing world.

Whenever any industry or group combines efforts to do an essential job, there is always the first flush of enthusiasm which lends strength and encouragement. The test comes after the kick-off when staying power and endurance have to replace initial enthusiasm. It is at that point that history records failure or success. The successful joint ventures weather the stresses and strains, solidify their position and forge ahead. I propose to the tanning industry and to the allied trades who have joined forces with us that we can and will be a continuing success. The enthusiasm which started us off has been strengthened by results; we know what is possible and we propose to achieve it.

Your Board of Directors met to review the work for the year to date and to formulate policy for the coming year. It approved a budget for 1954 to cover the administration of Leather Industries of America, the operations of a multitude of publicity and promotional enterprises and to continue the large-scale national advertising initiated last year. Through stringent economy and even parsimony, expenditures in 1953 were held below the budget. A detained financial report will be sent to you with the Annual Report shortly after the close of the year. You will be gratified to know that the ranks of LIA have increased in 1953.

Talk before Annual Meeting of Tanners' Council, Chicago, Oct. 23.

AN INSIDE LOOK AT SHOE RETAILING

A significant theme: what happens to shoes happens to leather

By W. Otto Warn

President, National Shoe Retailers' Association

EVERYONE in this business, whether he be a tanner, a manufacturer or retailer, agrees that the final word on our sales is set at retail. Your merchandise and mine have to move in the stores if we are to get and hold volume. That has always been the case and it is now becoming truer than ever in a very remarkable sense.

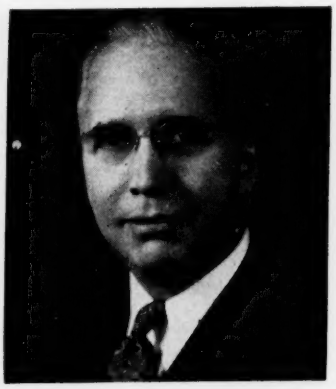
It has been popular for some time to say that distribution represents in a very large measure the crux of the economic obstacle course ahead of business. I don't know about other industries or other products but I do know the retail shoe business and to us distribution means selling. Dead inventory doesn't do the retailer any good and serves no purpose for you. What we need and what you want are a continuous live movement of footwear out of the stores and into consumption.

We both need volume big enough to meet overhead. We want some reasonable stability so that the picture over the course of a year will not look like a couple of green pastures surrounded by dry gulches. We want shoes to get a bigger slice of the over-all pie so that our merchandise can expect a larger percentage of the consumer dollar.

It is in that sense that I see distribution as the major issue before us, and I suggest to you that tanners and manufacturers must think constantly of ways and means of helping distribution at retail as the fundamental means of helping their own business.

There is one point on which I find retailers and suppliers always tend to be at odds. Somehow or other, you as the producers of a primary material or the manufacturers who turn leather into finished shoes find it a little hard to understand the mechanics of our business. There is always a little mental arithmetic going on in which the cost of a couple of feet of leather, a pair of soles, a few findings is contrasted with the

Talk before Annual Meeting of Tanners' Council, Chicago, Oct. 22.



retail price ticket for shoes. I am referring, in short, to mark-up, the much abused bane of our existence. Let me tell you something about that fictional character.

When you pause outside a shoe store or walk in to buy a pair, which is not often enough, you certainly do not get any concrete indication of the hows and the whys of mark-up. Behind the earnest and dynamic individual who is more interested in selling you shoes than in doing anything else in the world, there is a much too impressive array of figures.

We sell shoes by sizes, not the four or five which will fit a majority of our customers, but the 40 or 50 needed to accommodate the immense variety of people's feet. Assume that we have that complete range of sizes in a certain model on a given last. Along comes the prospective customer and we find the pair of shoes which fits her, but after the pensive 15 minutes commonly known as impulse buying, she asks, "Haven't you got the same thing in red, or blue, or green or what-have-you?" And usually we do. In that respect selling shoes involves the most difficult inventory problem of any consumer product.

Now, selling for us is a service operation. To be effective it must have a personal element. That kind of selling takes time, and time as everyone of you knows can become exceedingly costly at present wage and salary levels.

Beyond the direct selling cost looms the bugaboo of every retailer's existence, and that is overhead. A presentable store with attractive windows and an interior designed to please the customer is a nugget of practically virgin gold nowadays. Add to that overhead all of the miscellaneous expenses which competition enforces, the packages, the deliveries, the charge accounts, the advertising, the returns, the light and heat and you begin to get an approximation of what overhead means to the shoe retailer.

It would be helpful if all the branches of the industry behind the retailer were aware of what it costs to sell shoes and that we have to struggle with our cost sheets in exactly the same way that you do. It is in our interest as well as in yours to see dollar volume increase, to gain greater consumer attention for shoes and to stabilize as far as possible the seasonal ebb and flow of consumer demand.

It is no longer possible for a shoe retailer to rely on the staples, the good old standbys which used to account for the bulk of the business. Whether we like it or not, the shoe industry is a style business. That fact has been appreciated in women's shoes for some time and we are all now beginning to be aware of the role which fashion must play in men's and in children's shoes.

We need something new almost constantly to sweeten the selling presentation we make to consumers, to make a reality of the "New in Shoes" periodically as a means of pulling shoes out of the otherwise inevitable path of least resistance.

We are certainly aware of what the tanning industry has done in recent years to provide some of the ammunition needed in merchandising footwear. Your color program, in which our own association and the shoe manufacturers join, has been

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PROSPECTS FOR LEATHER CONSUMPTION

A report offering strong encouragement for leather outlook

By Julius G. Schnitzer

Director, Leather, Shoes and Allied Products Division, Department of Commerce

I will endeavor to give you some impressions on the market potentials for leather. As you all know, competition for the consumers' dollar is becoming more and more acute with the battle lines now, more than ever before, sharply drawn to greater rivalry between industries than among individual competitors within a specific industry.

We are all aware of that old battle for dollars between the consumer durable and soft goods industries. In the past, items such as automobiles, farm machinery, household appliances and other similar products made consistent inroads on consumer expenditures. Recent reports record declines in purchases of these durables and the decreases are expected to continue throughout most of the coming year. This should certainly mean more funds available for soft goods, especially leather products.

Still another type of industry competition has developed, actually within our own generation, and we have watched this record considerable expansion during the past ten years. This rivalry has taken place within the soft goods industry and I naturally refer to the so-called miracle fibers such as nylon and orlon in the field of textiles; and to synthetics and plastics as replacements for such products as lumber, metal, rubber and leather.

At this point I want to extend my sincere commendations to both the leather and shoe industries for the very efficient cooperative public relations programs they have developed and the outstanding manner in which these have been conducted during the past 12 months.

Certainly there is definite recognition within the leather industry of the successful progress made by the Leather Industries of America during the past twelve months. There is very good reason to believe that consumers have been quite favorably impressed, so that market potentials for leather have improved.

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In their "The New In Shoes" program the shoe industry has also been definitely effective. This activity should be of material assistance in keeping at high levels the consumer demand for footwear during the coming year. Since so much of the leather consumed is in the form of shoes, this fact must be of strong interest to each of you. Experience has proved that this cooperative type of promotion such as the tanners and the shoe manufacturers have conducted is the most efficient, particularly when supplemented by individual firm promotion.

As employment totals reflect the funds available to consumers for spending, it is well to pay some attention to expectations in this field. For September 1953, total employment amounted to 62.3 millions. This was about 43,000 higher than a year ago and represents the highest number recorded for that month. Unemployment as of today is virtually nonexistent, a clear indication of the unabated demand for labor.

It is true that there is less overtime worked in industry at present than previously, but this trend is expected to continue. On the other hand, employment is expected to hold up at high levels during most of 1954 as indicated by many available factors. For example, heavy industries still have substantial backlogs of orders on hand and this is reported to be sufficient to keep such plants fully engaged for about five months. Although the new business is somewhat lower than previously, this added to the volume on hand should keep the factories operating at favorable levels during most of 1954.

Population trends also strongly influence the leather sales potentials and as such warrant careful consideration. Since 1950, the rate of population increase in this country has amounted to more than 2½ million annually. This rate of growth is expected to continue during the remainder of the present year as well as for 1954. That means an increase of more than 3 million potential consumers for leather by the end of the coming year. This should have a favorable influence on the sale of your commodity.

Since more than 80 percent of all leather used is consumed in the manufacture of footwear, the shoe outlook is of primary interest and importance to tanners. The rate of shoe production during the first nine months of this year has been higher than that of consumption. Expectations are, however, that this will be almost entirely offset by reduced output and maintained high retail volume during the closing quarter of the year.

It now appears that the shoe industry and trade will start off the year 1954 in a very favorable position. Inventories will be about normal while demand should be favorable and consumer interest kept quite active by the cooperative industry program of "The New In Shoes." Moreover, with less overtime, generally shorter hours, and increased vacations which will prevail next year as compared with previous years, consumer appetite for more footwear can very well be whetted by judicious advertising of individual producers and retailers.

Over-all annual per capita shoe consumption has held up fairly well during recent years, averaging slightly more than 3.1 pairs during the period 1948 to 1952 inclusive.

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1954 Leather Promotion Plans

The real opportunities are for tie-in programs by tanners individually

By Walter Kraus

Director, Leather Industries of America

I'D like to briefly dwell on the future. What I would like to do is sketch out the kind of year-end LIA report we would like and we hope to give at the end of 1954—just twelve months from now.

What do we hope to report that's different in 1954? Certainly LIA in its advertising, merchandising and propaganda activities still has a long way to go. We expect to get into many new areas during the coming year. The kind of program we are engaged on can't ever stand still. It constantly needs to be broadened and extended and your Executive Committee and your Board of Directors have approved a wide range of projects along these lines. Such growth is something you are entitled to and you can look forward to getting it with certainty.

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But there is a basic change we hope to be able to report a year from now. And that is full utilization by member firms of the merchandising ideas developed by LIA. I would like to put this just as strongly as I can. Every merchandising theme created by your organization has an important place in *your individual* sales program.

LIA's success must not only be measured by the number of department store tie-ins, by the volume of editorial newspaper stories, by the free TV programs, by the number of magazine layouts. Your individual use of the industry-wide projects is the real pay-off.

LIA can and has presold the idea of leather with a capital L. During the year to come, we will pinpoint the sales target further. Our new themes are full of sales appeal. They will go further to establish the preeminence of leather. Just let me give you a few of the highlights of these themes to come. Tropical leather, airplane leather, career girl leather autumn leather and above all Nature's Signature in Leather.

We are confident they'll be successful; enlisting the self-interest of manufacturers and retailers as well as appealing to consumers. But no matter how successful the advertising and merchandising projects springing out of this advertising, we will have failed unless each one you makes them an integral part of your own program.

The reason is self-evident. It is a basic axiom in modern American merchandising. Here it is. An industry-wide promotional effort such as ours can only reach maximum results through the sum total of its members' efforts. LIA can pre-sell the concept that leather has a unique appeal for the American consumer and unique merchandising possibilities for our customers and their customers. But that only creates the climate — the favorable atmosphere in which individual initiative can be successful at the sales level.

In that respect, we have not registered, we have not gone as far as we might have as an industry during 1953. And that is why I hope to be able to stand before you a year hence, and report that 100 percent of the firms belonging to LIA drew on the broad ideas set forth by your organization, that their executive and their sales staff applied these ideas to their work with their customers; that those ideas paid off; that they created a new aura of good will, and that they enabled each firm to control its own destiny and above all that the results of these ideas showed up on the plus side of the ledger.

LIVESTOCK REPORT

By J. Russell Ives

Associate Director
Dept. of Marketing
American Meat Institute

CATTLE numbers at the beginning of 1953 were at an all-time high figure of nearly 94 million head. This was 6 million more than a year earlier and 8 million more than the peak number reached in 1945. Compared with 8 years ago, our cattle herd included 14 percent fewer dairy cows, but 37 percent more beef-type cows. The 1953 number also included a considerable number of steers which had backed up on farms and ranches during 1951 and 1952.

Slaughter of cattle and calves thus far in 1953 has been about 1/3 larger than last year. Steer and heifer slaughter has exceeded last year by 37 percent while slaughter of breeding stock (cows and bulls) has been about 27 percent larger than a year ago.

This year's large slaughter of cattle and calves, plus death losses, will about equal the calf crop, plus imports. As a result, our cattle population on January 1, 1954 may not differ greatly from the number on farms and ranches at the beginning of 1953. However, it is likely that there will be a few more cows and a few less steers in the 1954 inventory.

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Marketings of grain-fed cattle reached record proportions during 1953, with sales of choice and prime steers at major markets running about 30 per cent larger than a year ago. As a result, fed cattle prices have averaged sharply lower this year than last, and returns from cattle feeding operations during the 1952-53 feeding season were mostly in the red.

The market movement of grass cattle from western ranches has been slow in getting under way this fall, despite dry weather in several important cattle-producing areas. However, these reduced marketings have been matched by a conservative attitude on the part of cattle feeders, so that purchases to date have been both smaller in volume and lower in price than last year.

Despite some reduction in cattle feeding this winter, total slaughter of cattle and calves in 1954 is expected to be large again next year. As usual, marketings will be affected by weather and feed conditions, which cannot be foreseen at this time. Baring severe drought, the chief factor affecting the number of cattle sold for slaughter is the reduced level of cattle prices, which may stimulate curtailment of breeding stock and therefore increase marketings of cows.

This year's calf crop is expected to hit a new high figure of about 40 million head. However, the demand for feeders and for replacement stock has declined, resulting in an increased slaughter of calves. Unless there should be a marked improvement in cattle prices within the next few months—which does not seem likely — producers are expected to market calves in large volume again next year.

Despite a moderate increase in the 1953 lamb crop heavy marketing of sheep and lambs this year apparently will result in some further cutback in the country's sheep population on January 1, 1954.

THE NEED FOR TECHNICAL MANPOWER

A job to be done if the industry is to realize its great potential

By W. O. Dawson
Chemtan Co.

I would like to speak briefly on a subject of paramount importance to all people and organizations obtaining a livelihood from the leather industry: the lack of technically trained manpower.

We, as an industry, are facing very active competition from other industries attempting, by the development of leather substitutes, to gain a strong foothold in the American leather market. These developments have been the direct result of large investments of capital by the interested companies.

The basic research conducted for leather today is carried out at the Tanners' Council Laboratory, the Leather Laboratory at Lehigh University, the Government Laboratories, and the laboratories of the Allied Trades. I am quite confident that Dr. O'Flaherty would admit that at all times his most serious consideration in arranging his research program is not one of establishing research projects, but rather how to accomplish the most with his limited manpower and finance.

The training of men for supervisory tannery positions and application development investigations in the Allied Trades is the function of the Tanning School at Pratt Institute and the Lowell Textile Institute. The enrollment at Pratt this year is composed of seven students, only four of whom are American. The situation is so serious that Director Goetz has suggested that he should personally approach high school students and attempt to sell them on the advisability of accepting employment in tanneries. He believes that after a given length of time in the tannery, management would be in a position to recognize whether these men are capable of advancement in the organization, whereupon they should be allowed to attend the tanning course at Pratt. It seems to me that the impetus should come from the tanners themselves.

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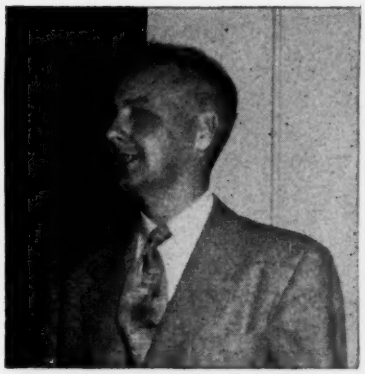

As to engineers and chemists entering our industry from universities or colleges giving no specialized training for our industry, the number is insignificant today. The plain truth is that scientific men don't want to work in tanneries nor in tanning research because they believe that there is no future for them. Twenty years ago this was a very realistic approach in that the chemist was often considered a necessary evil, and was just tolerated in the tannery. Today, however, the picture has changed drastically, since a new age is dawning upon the leather industry. We are witnessing, and shall continue to see, the development of many new tanning methods and products which include both engineering and chemical improvements. Only through the attraction and employment of scientifically trained personnel can the leather industry take full advantage of this trend, because of the many new problems involved.

Let me outline some of the newer developments which are on the horizon of our industry.

In the field of resinous tanning materials which is becoming so important, it is necessary that the chemistry and control of the various reactions be understood. Terms such as polymersized, colloidal dispersion, particle size, linear and dimensional polymers, anionic, cationic and nonionic charges must be taken into consideration. On the engineering side it is very important that temperatures, floats, pHs, and amount and time of washing be considered.

Dr. Dewitt has discussed the properties of a new type of dyestuff which in the near future will be presented to the leather industry. New developments have also occurred in the field of fatliquoring. Inasmuch as this has become a chemical investigation, I believe it is very logical to assume that in the future we shall see the appearance of fatliquoring materials which will far surpass those being used today. Likewise, new approaches to finishing of leather are being tried by the synthesis of new polymers. Leathers should look like leather and not like plastic.

Developments of this type are the outcome of the use of chemistry to improve leather to the point where it is capable of exhibiting the good effects of the so-called substitutes, yet retaining the basic qualities of leather.

On the engineering end, vast strides have been made in establishing production controls in the several operations involved. The important feature is the success in minimizing the influence of the human factor. We find many tanneries today using process flow charts which will indicate when mistakes have been made in the processes. These charts will register the amount of water being used in any operation, the temperature and the pH of the solutions at all stages, the point of addition of any chemical compound, and the length of time of treatment in any one given phase of the process.

These are a few of the advances which can be mentioned. Obviously, they are only forerunners of some newer and more startling developments yet to come. It emphasizes the need for trained manpower in the tanneries. The various institutions and allied trades, which present such developments, are not qualified to do more than establish and demonstrate

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SOLVENT TANNAGE

An "old" method regains new significance in modern tanning

By Fred O'Flaherty

Director, Tanners' Council Research Laboratory

MY subject is not new. It is solvent tannage; that is, systems of making leather using other than water solutions. While the chemical principles are well known to many tanners, the commercial application of solvent tannage is currently receiving serious attention.

What I wish to point out is the chemical and engineering significance of solvent tannage in a broad industrial sense. The chemical principle being established on a sound scientific basis, the evaluation of a new process should not be considered in the light of accepted criteria of existing practice in our industry. Progress should be measured by productivity and control, both of which have a tremendous bearing on cost.

As early as 1911 a British patent records an improved tanning process and specifies the essential features of solvent tannage. The patent prescribes the dehydration of stock out of the beamhouse and its subsequent rapid tanning by materials developed in a non-aqueous solvent. In subsequent years a number of patents are noted, all dealing with variations of the same essential principles. In 1942 the Tanners' Council Laboratory studied the reliability of vegetable tanning materials in acetone and other solvents. Application was made for U. S. patent but due to the prior act, it was not possible to obtain a broad patent, and therefore the application was withdrawn.

Within the past ten years there have been a number of plant investigations on a pilot scale as well as intensified research in certain quarters. Research of a potentially significant character has been maintained at the Tanners' Council Laboratory, with particular reference to heavy leathers. In our work, attention has been given to chemical problems as well as their implications for industrial application and control.

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If, then, the underlying chemical principles are not novel and have been known and explored for years, what would seem to be the current significance of solvent tannage and why does it now merit attention from tanners? There are several reasons which justify giving a great deal more attention and practical exploratory work to this subject. Technological progress in all industry is directy measured nowadays with the step rise in labor costs. We may not always be aware of this immediately and directly, but the tempo of industrial engineering today is unquestionably influenced by the sharp increase in the ratio of labor cost. Furthermore, the trend of industrial engineering is beginning to take account of an economic factor that may be a little unique in our experience. I refer to the tendency for wage costs to display unprecedented rigidity.

In our consumer markets, we are aware of a diversification of needs which is greater than we have ever before experienced. The influence of changing living patterns as well as leading rapid fashion changes imposes requirements upon manufacturers for flexibility in the characteristics of their product which cannot be ignored. Staples may be staple only for a season or for a year instead of stretching on over a number of years as was the case in past decades. It becomes necessary, therefore, for industry to be able to adjust its production and to vary the properties of merchandise expeditiously and efficiently.

It becomes essential that tanners be able to exercise control over the tanning process in ways and to a degree which were never before required. I have in mind control in terms of the uniformity of the properties we desire to achieve in leather; control which will lead to savings in costly labor hours; control which will permit the utilization of lower cost tanning materials; and control which will permit us to test and evaluate production without making unnecessarily large commitments in actual process stocks.

This brief analysis describes the background against which I believe the principles of solvent tannage can take on tremendous importance. Tanning as we have always known it before has been identified with the use of aqueous solutions. This has been a limiting factor, a barrier or obstacle as it were on the tanner's ability to control and alter processes and products. If we can eliminate such restrictions, we may see before us an uncharted field of virgin territory waiting for intelligent exploitation.

In the past, the development of solvent tannage has been handicapped by lack of engineering knowledge or experience, as well as the cost of the installations needed to handle closed solvent systems. Many of those problems still await solution. However, technical progress over the past decade has unquestionably made available equipment and know-how which can now tackle obstacles that might have been considered inordinately difficult a few years ago. From our own examination of the state of engineering knowledge, both equipment and experience are available which were lacking ten or fifteen years ago.

Another problem which loomed very large in the past has now taken

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LEATHER RESEARCH: MAJOR TARGET

Leather promotion is in motion—but research continues sluggish

By E. D. Compton

Director of Research, Eagle-Ottawa Leather Company

THERE has been much talk of research for the leather industry to improve its growth. We have been told that the industry does not support as big a research program as is necessary—that you are not investing enough dollars in the future. The immediate question is not that of investing funds sufficient for an optimum research program but rather: Are you now investing the minimum necessary to ensure the growth of the leather industry—and prevent its death? Your laboratory committee is carefully formulating a long-range plan or a proper research program to ensure the growth of the leather industry. It is time to translate all the talk into action.

There are three areas in which the extension of knowledge through research may be productive:

(1) *New Products:* I believe that we can produce new leathers from hides and skins. The leather industry has a unique raw material which is unavailable to our competition—unless they enter the leather industry. This material is a three-dimensional fabric with characteristics which should be exploited—characteristics which have not been fully utilized. It is doubtful that the synthetic manufacturers can develop a three-dimensional fabric which will perform as well as leather, and yet, too much of our effort is devoted to imitating the imitations, whereas they do an excellent job of imitating leather. Sound basic research should yield information which will make full use of the unique characteristics of the animal skins and hides.

(2) *Better Variations of Old Products:* Full use of present knowledge would permit production of better leathers. Additional basic information should permit us to further improve the products we now make.

(3) *Lower Cost for Production of Present Products:* This type of research—so called "Application Research"—or, "Product Improvement and Development," is less dependent upon basic research and perhaps could be left out of this discussion. This type of work should be left to the individual company and its own laboratories, since the necessary developments will very often be uniquely concerned with the particular tannery. The lowered cost that can accrue from this type of research can be called growth, but this is not the type of research that will show the greatest return in the long run.

The greatest return for the research dollar invested will be shown in those fields of research which expand our knowledge of the various factors influencing leather production. This is true research. The leather industry has at least four avenues of research for expanding its fundamental knowledge. These are:

(1) *Industry-Wide Research* — such as is carried out at the Tanners' Council Laboratory. This program should be expanded and a proposal to this effect is being prepared by your Committee.

(2) *Academic Research* in the laboratories of our universities and colleges, where the work done, in perhaps seemingly unrelated fields, can be effectively utilized to our ends.

(3) *Research by the Suppliers to the Leather Industry.*

(4) *Research by the Individual Tanner.*

Of the four sources of fundamental information leading to growth of the leather industry, the most efficient would be industry-wide research on those problems which are common to all of the industry. In a sense, proper conduct of such a program would make use of the second source of information cited—academic research. The proper centralized basic research for the industry would make use of the results of work in other fields, since leather involves all phases of chemical research, as well as most of the other sciences.

The third source of research cited for the leather industry was the suppliers. It seems to me that there is a real danger that this source of information will dry up. More suppliers have *stopped* developing materials for the leather industry than new suppliers have *entered* the field during the past decade.

Their judgment was sound. If you have X dollars to spend, you'll spend it where you can get the best return. If you have the choice of two markets, or industries, you would choose the one which would give you the quickest and best return on your investment. The quickest and best return will be given by that industry which will do the most, itself, to develop new products, better products, and sales.

The leather industry does not have that reputation. In the past few years, such organizations as the LIA and the Upholstery Leather Group have shown their willingness to invest money to expand their markets, but few, if any, suppliers are convinced that the leather industry is willing to do something for itself to improve its products—or to produce new products. The more that is spent by an industry to develop its products, as well as its sales, the more likely that industry is to pick up the

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LEATHER COLOR AND WATER REPELLENCE

Some novel and interesting suggestions are presented here

By C. C. De Witt

Engineering Experiment Station

Michigan State College

WHAT I know about hides is that basically they have a protein-like structure and may be regarded as collagen supported by a certain fine network of carbohydrate and inorganic material, such as calcium phosphate. What you do to a hide when you tan it is to effectively connect in a chemical or physical manner the various portions of the collagen. You fix the collagen molecules in place. Perhaps the end result is not unlike the vulcanizing process for resins.

For example, if one ties molecules end to end, one ends up with a linear polymer like rubber, nylon, dacron and milar. If one cross-links ethylene in a ladder-like compound, the resultant resin is more stretchable in one direction than another. If one establishes chemical bond linkages between two screen-like layers of molecules, one arrives at a product like bakelite. The latter resin is called thermo setting, the former two varieties are thermoplastic because they are linked linearly and laterally respectively. I suspect that your tanning processes is a method which accomplishes to some extent all three, linear (molecular linking processes), ladder-like and three dimensional linkages.

Leather has another structural chemical property already mentioned: the collagen, which acts as the cementing medium contains nitrogen, much of which exists as NH^2 or amino groups. This nitrogen being alkaline can form salts with even slightly acider substances. Wool fibers contain a slightly greater amount of nitrogen, but it is mostly in protein form, only one nitrogen atom in forty being an amino nitrogen. Egg albumin contains much amino nitrogen, enough so that if a detergent such as an alkyl benzene sulfonate is mixed with it, the resultant material can be drawn into a very good fiber. When, however, this egg protein fiber is treated with a hot salt solution it loses completely the accompanying detergent, yet remains a fiber. Evidently the detergent acts as a linkage catalyst as well as a solubilizing agent.

The collagen in raw leather acts similarly but to a lesser extent. Leather loaded with salts of alkaline earth and some other metallic salts, will, when these salts are removed, become a hard, dry, unusable material. Small amounts of retained chromium and other heavy metal salts will remain in leather until dissolved out by acids or other reagents. It seems most probable that such materials act as cross-linking materials for the collagen and thereby allow the final product, leather, to acquire suitable properties.

One may dare to speculate further. An amino group, which contains two hydrogen atoms, is strongly alkaline, a nitrogen atom containing but one hydrogen atom is practically neutral, if anything slightly acidic. All of which means that one may dye leather with either acid or basic dyes. However, if one is to consider the structural evidence accorded to hide chemical structure, one is forced to the conclusion that though acid dyes may color leather more easily, that these dyes may not be as permanent as the basic dyes, because salty water may remove such dyes from amino nitrogen linkages.

Leather, or its base material, animal hide, is more or less readily wetted by water. Wetting of a surface of cloth or other fiber is controlled by the nature of the fiber surface, the closeness of the fabric weave and the looseness of the twisted fiber. A closely woven, hard twist yarn cloth will resist wetting by water much better than a loosely woven, moderate or loose twist yarn cloth. One of the reasons for the continued popularity of leather is that, modern weaving notwithstanding, there is no woven cloth base possessing such an excellent asymmetry or unequal crossweave for a given physical structure.

That ordinary leather may be readily wetted by water indicates that though it has an asymmetric physical structure it is not a closely knit material. Any water proofing agent must needs penetrate the entire structure so as to provide an inner water repellent surface as well as an outer water repellent.

The method of dye application is dependent on the way the dye is chemically formed. Some of the dyes may be applied directly to the leather, others require development on and within the leather. The presence of certain metallic oxides and basic salts in leather materially aids the fixation of dyes. However the dye is put on the leather surface or beneath the surface it inevitably happens that in the effort to obtain a given color shade, one puts too much dye or pigment on the surface. Then one gets into real trouble. Someone brushes a garment against the leather surface. Off comes a color smudge and thus is with us again the phenomenom of crocking. Which leaves us in the middle of a dilemma. Too little dye, no crocking, no adequate color shade. Too much dye, adequate color, much rub-off, much crocking.

One way to avoid crocking is to adequately protect the color with a lacquer film. This stiffens the leather, gives it a smooth, hard, slippery impenetrable surface that might as well not have been leather. Such a coated fabric cannot "breathe." Moisture is

(Continued on Page 100)

Talk before Annual Meeting of Tanners' Council, Chicago, Oct. 23.

TANNERY MATERIALS HANDLING COSTS

Ways to analyze your costs, apply money-saving handling methods

By Charles B. Hawkins

Vice President, The Trundle Engineering Co.

In this country, through improved machinery and materials handling equipment, the work performed by men has been reduced from 22 percent of the total to 1.7 percent over the past hundred years. The work performed by machinery and materials handling equipment has increased from 22 percent to 97.6 percent.

The tanning industry will experience some integration in the over-all cycle which takes the hides and skins from animals and produces end-products. Furthermore, I believe that technological developments can and will make continuous processing in the tanning industry a possibility.

Talk before Annual Meeting of Tanners' Council, Chicago, Oct. 23.

In your own industry prior to World War II, it was the general rule-of-thumb that raw materials accounted for 60 to 65 percent of the total value of finished leathers. Betterment, including labor and overhead, and profit accounted for the balance of the sales dollar.

Recently, within the past five years, this basic ratio has changed appreciably, due primarily to increases in overhead and labor. As a result, the ratio of raw material to the value of finished leather has declined to approximately 50 to 55 percent.

This is indicative in itself of the necessity for doing something about the items that go into the labor and overhead costs. One of the major expense items contributing to this high betterment cost is Material Handling.

In too many cases, the term material handling is transposed into thinking of various types of mechanical handling equipment. These certainly have a place in the over-all picture. However, they are not the entire answer.

Consider for a moment the amount of labor expended by skilled and highly-paid help in the handling of materials in most tanneries. Actual time studies taken show that direct operators in many cases spend 10 percent to 25 percent of their time handling elements, in addition to the time used for unloading and loading horses.

A thorough analysis of all material

(Continued on Page 101)

FACTS ABOUT MECHANICAL LEATHER*

By Alfred S. Berens
Chief Chemist
Chicago Rawhide Mfg. Co.

THE mechanical leather industry is several thousand years old and yet which still has, I hope, some of the vigor of youth. Various well preserved samples of leather used for mechanical purposes, known to be at least 3000 years old, are displayed in a number of museums; and references to leather used in this way are frequently found in the records of archeological explorations.

Most of us think of mechanical leather primarily in terms of hydraulic and pneumatic packings or oil seals, with belting, check straps as used in the textile industry, protective boots, and a number of other leather products being somewhat less typical of the mechanical leather field.

A hydraulic packing usually seals

a reciprocating action such as the ram on a hydraulic press or the piston on a hydraulic pump. It normally operates in a liquid medium such as oil or water. A pneumatic packing similarly seals a reciprocating motion such as is found in countless air-operated power cylinders; it usually operates in air under pressure (or vacuum) but may be used to seal a wide variety of other gases.

An oil seal usually includes a packing member within self-contained metal stampings, and it normally seals on a revolving shaft as the crankshaft or axle of your car. An oil seal normally seals oil, be it crankcase oil, an E.P. lubricant for an automobile's hypoid gears, or a gear case lubricant on an automatic washing machine. However, it may be used to seal any one of a large number of other liquids, in which case I don't suppose it should be called an "oil seal" but rather a liquid seal or retainer.

All of them—packings and seals alike—seal a fluid between a station-

(Continued on Page 103)

*Talk delivered before the National Hide Assn., Chicago, Oct. 21.

THE FACTS BEHIND JAPAN'S HIDE BUYING*

By A. H. Levitan
Levitan & Co.

YOU have heard the rumors that some of the hides and skins shipped to Japan may be finding their way to Red China and other countries behind the Iron Curtain. I hope that this address will shed light on the hide and leather situation in Japan; and also, eliminate any thought that some of you might have about any hides and skins being transhipped from Japan to communistic countries.

Japan consists of four islands: Honshu, Hokkaido, Kyushu, and Shikaku, with a total population of approximately 86 million people. Even before the Pacific war the Japanese people were becoming westernized as far as styles of clothing were concerned, and since the occupation this trend has increased considerably.

In all the cities the majority of the people wear leather shoes. In the rural districts, leather shoes were practically unknown before the Pacific war, but today even the people living there own leather shoes. Such a change naturally increased the use of leather so that today there exists in Japan approximately 600 tanneries, most of them located on the largest island, Honshu. They are not all large; in fact, some of them are so small that they still use the ancient tanning methods.

The main types of leather manufactured are sole leather, case leather, upper leather, industrial leathers, sporting goods leather and some harness leather, with practically no garment or glove leather.

So far, the Japanese people have not received leather substitutes with any great enthusiasm, and it is very doubtful if they ever will, unless, of course, prices of raw materials will get so far out of line that circumstances will force them to do so.

The Japanese people have always been very fond of leather products and, besides shoes, you will hardly find a family who is not the proud owner of at least one leather briefcase.

The Japanese tannery owner is a very hard-working individual who surrounds himself with very able

help. He is very quality-minded, which is clearly indicated by the type of raw materials purchased here in this country. In this connection I certainly would like to emphasize and correct the great mistake that many people in our industry here are making when they think that Japan is a "dumping ground" for poor merchandise. I have heard this countless times and my advice to you, who will have an opportunity to put up merchandise for shipment to Japan, is to change your mind immediately. They must have absolutely first class merchandise, for which they are willing to pay!

The reason why they must have good raw materials is because their tanning technique is about ten years behind ours. Furthermore, they do not have modern machinery, all due to the war. In spite of this handicap I consider their leather to be of a fine quality and this quality is constantly being improved upon.

Practically all leather manufactured in Japan is used for domestic consumption, their export being negligible, and, while I emphasized before that the hides and skins exported to Japan from this country are not being transhipped to communistic countries, I will admit that there is a possibility that Japan might some day export leather to Red China; but on the other hand, don't our own Allies do it now?

The cattle industry is very small—less than 3 million head. The consumption of domestic cattle hides and skins is roughly estimated at about 15,000 tons annually, while the import in the past 12 months has amounted to approximately 60,000 tons. In other words, Japan had to import about 80 percent of their hides.

In the six years prior to the Sino-Japanese war in 1937, the average import of hides and skins amounted to approximately 30,000 tons annually. During the Sino-Japanese war years of 1937 to 1940, the import increased to an average of about 40,000 tons annually, this figure decreased slightly the first two years of the Pacific war, and dropped considerably the last three years of that war. The reason for the sharp decline was, of course, because of an absence of a source of supply.

In 1950, Japan again showed signs of reviving their leather industry by importing about 20,000 tons, and increased this amount to about 46,000 tons in 1951. In 1952 the total dropped somewhat to about 36,000 tons, but the first eight months of 1953, plus the four last months of 1952, will show a total of about 60,000 tons.

There are varied opinions as to why this increase has taken place, but in my opinion, I can only attribute it to the rapid change in their mode of living and the styles of clothing or, in other words, the general westernization of the Japanese people. When the time comes, and I firmly believe that we are not very many years away, that the people in the rural districts are wearing leather shoes for daily use, the import could easily exceed 100,000 tons annually.

I have mentioned the import figures and will now give you some comparable figures as to where Japan's import of hides and skins came from prior to and after the Pacific war. Let's take the year 1940, for instance; Japan's total import of hides and skins came from the following countries:

Approximately
" 30% from China
" 17% " United States
" 19% " Argentine

(Concluded on Page 107)

*Talk delivered before the National Hide Assoc., Chicago, Oct. 21.

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Vegetable Tannin	Tan Yard Yield (*white weight basis*)
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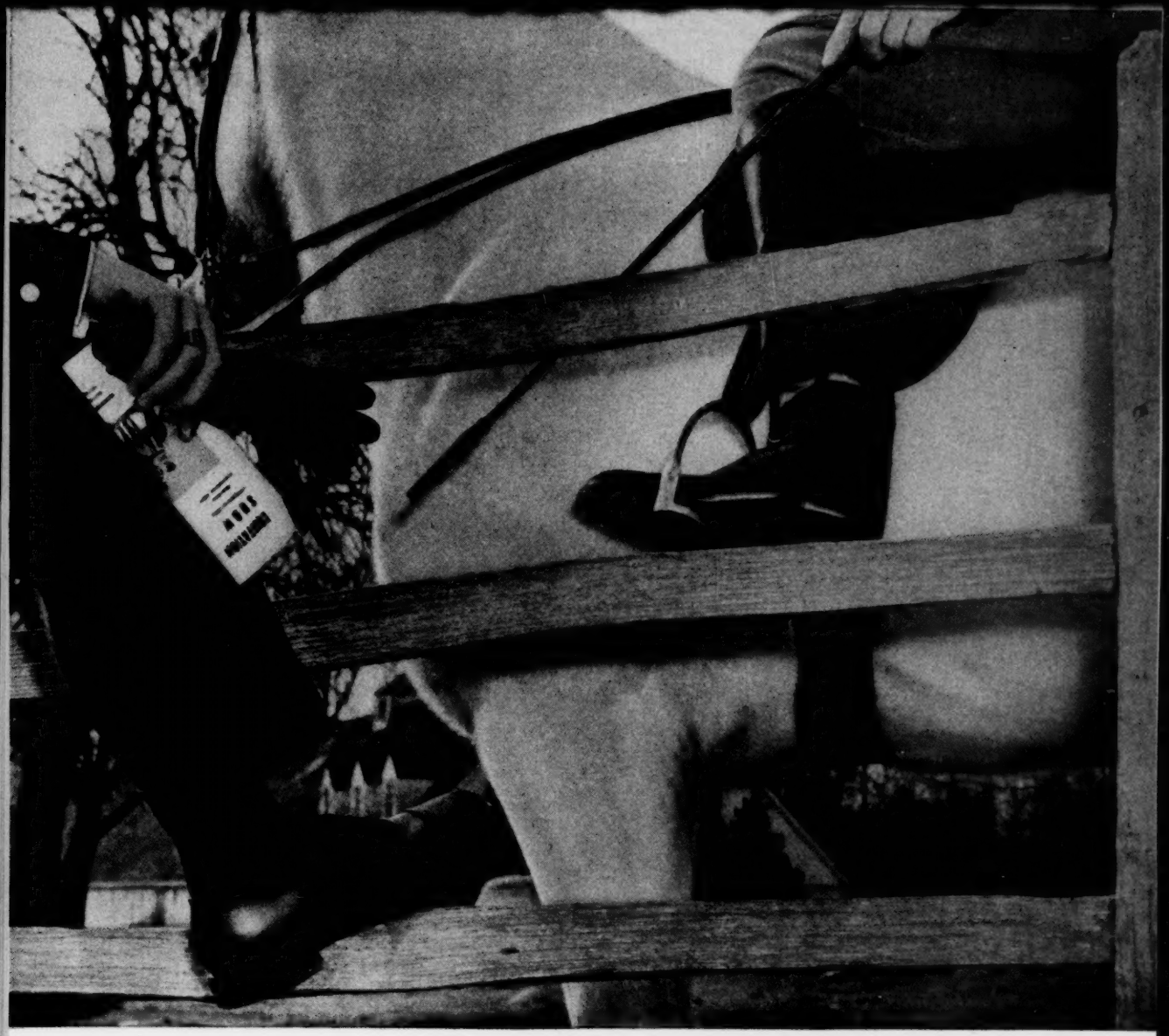

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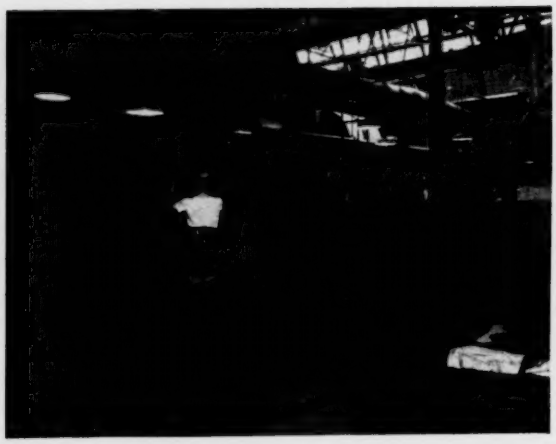

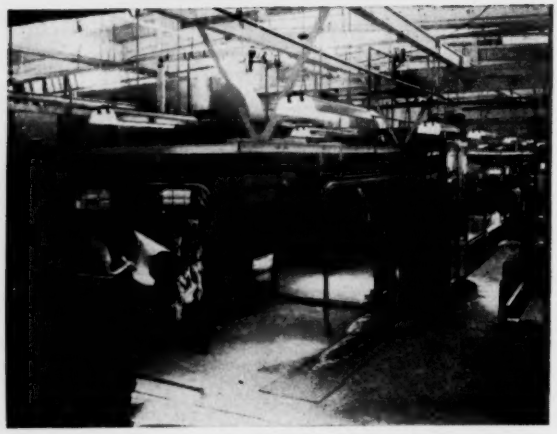

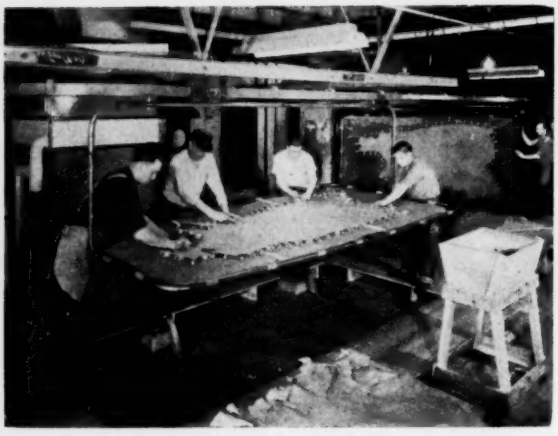

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CENTER: SPECO Pasted Leather Unit with Glass Plates
BOTTOM: SPECO Progressive Toggle Dryer

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RECORD TURNOUT AT SHOE FAIR

"SATISFACTORY BUYING" REPORTED AT CHICAGO

Industry Confident of Solid 1954 Business

All signs coming out of the National Shoe Fair held in Chicago this week pointed to one almost unanimous conclusion: 1954 will be the year of the big test of retailers' ability to sell shoes. It can be a big year or slough off to various versions of "normal," which runs the gamut from hot to cold.

One thing seems certain: practically no one sees shoe business facing a "depressed" year. A leveling off a bit, yes. But no deep dip. This is the consensus of manufacturers and retailers alike.

But one strong undercurrent of feeling was found everywhere. This was the fact that 1954 *can* be a very wholesome production and sales year *if* retailers do some hard selling to lure business into stores. Any number of shoe men pointed to what might be termed the "favorable economic conditions" into which we are moving: the high employment, high wages, continued high government spending, record high savings of consumers, etc. In short, the money conditions are present to support a high level of buying. The answer to an excellent or just a "normal" year hinges upon the ability of shoe retailers to magnetize customers and make sales.

Appointment Buying

Bookings at the show were not as substantial as last year when retailers were more in the mood for rush-act buying due largely to depleted inventories and re-invigorated consumer buying. However, many shoe manufacturers reported much "appointment buying" (come and see me in Denver in three weeks and we'll write up the book).

There was no particular atmosphere of caution among retailers—the indecision and hesitancy found in previous seasons. There are no over-loaded inventories, no slump in shoe buying, no high plateau of prices—all the factors which create uneasiness in buying decisions. Retailers were quick to admit that there is a solid need for shoes and the liquid financial condition of most merchants to buy. The buying is simply not as urgent as it was this time last year. And the mild leveling off can be a deceptive reading that is translated as a period of recession.

The experts — those who have proved right most of the time in gauging shoe business outlook — have been unhesitant in stating that shoe production will be at least 500 million pairs, with good chance of reaching 515 million or even better. Obviously, that means an almost equal pace of retail shoe sales—approximately the same level as 1953. And again, the chance of it being even better provided retailers deliver the intensive sales pitch required to attract customers to shoe purchases.

Mild Surprise

Some shoe manufacturers came to the Shoe Fair prepared for a resistant attitude on the part of retailers. Most were pleasantly surprised by the quite different response — not in terms of bookings (which were lower than last year), but in the confidence expressed by buyers about business ahead and the need for shoes.

The late 1954 Easter (latest since 1945) will lend a lengthier Spring selling season, a boon to shoe retailers. And also indicating a wholesome level of shoe orders which are anticipated over the weeks ahead.

National Shoe Fair headquarters again reported the largest Shoe Fair ever held. Some 800 exhibitors introduced nearly 140,000 new shoe styles to American retailers. With this kind of creative effort backing up retailers, the added push of hard selling at the retail level could make the year ahead one of the best ever.

The headline stating "Schnitzer Sees 335 Million Pairage Sales" which appeared on L&S' Oct. 24 front cover was incorrect. The correct figure, as it appeared in the story text on page 14 of that issue, was 535 million.

Pennsylvania Group To Meet November 19

The Central Pennsylvania Shoe & Leather Association will hold its Annual Fall Banquet Thursday evening, Nov. 19, at the Penn Harris Hotel in Harrisburg, Pa. The dinner-meeting will begin at 6:30 p.m.

A full evening of entertainment has been arranged with an outstanding speaker and prominent industry figures featured on the program.

SHOE FAIR THEATRE WINS DRAMATIC ACCLAIM

Retailers' Workshop Proves Big Hit

The "Shoe Fair Theatre" proved to be the biggest "side show" hit at the National Shoe Fair. Playing to full-house audiences numerous times daily, this dramatic "retailers' workshop" won high praise from the thousands of industry people who saw it over the four-day period. The Theatre was conceived and sponsored by Leather Industries of America, in cooperation with the National Shoe Fair.

Three separate "theatres" were set up, one each for children's, women's and men's shoes. The marquee over each theatre contained an appropriate title taken from famous Broadway plays: The Children's Hour, The Women, and The Male Animal.

20-Minute Plays

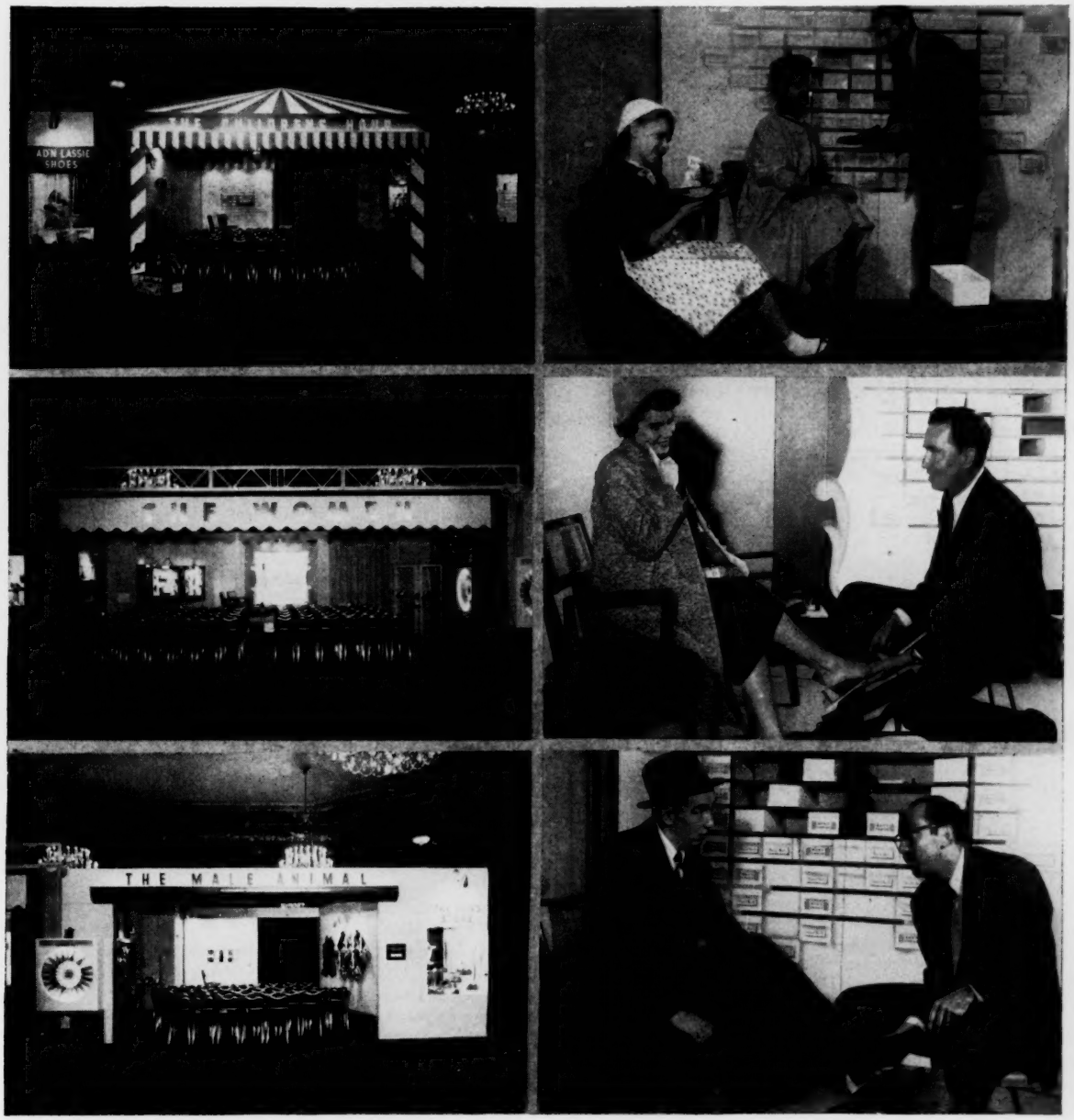
Each theatre put on a 20-minute "play" by professional actors in roles of retail shoe salesmen and customers. As soon as the play in the children's theatre was completed, the show immediately moved into the women's theatre, and from there to the men's. Daily, it was pretty much a round-the-clock performance.

The acting and dialogue of the professionals were expertly designed to do a combined educational and selling job on the customer. The "customers" voiced the common attitudes and ideas concerning footwear: matters dealing with wear, fit, fashion, price, values, etc. The "salesmen" then demonstrated how an effective educational and selling job might be done to give customers a fresh appreciation of footwear in terms of values and also in promoting extra pairage sales along with accessory merchandising.

Audience reaction was excellent. Though some of the "technicalities" of shoe fitting were absent from the acted roles, the main theme was to get across the potentials of more dramatized shoe selling and merchandising, and thus build pairage sales and store influence with customers.

Consensus among the vast majority of industry people was that the "Shoe Fair Theatre" had done a splendid job—and one for which Leather Industries of America could take a well-deserved bow for its creative conception of an idea and its excellent execution before an audience of experts.

LIA'S "SHOE FAIR THEATRE"



On left, three small "theatres" set up by Leather Industries of America in Red Lacquer Room of Palmer House in Chicago. At top is "The Children's Hour" where various mother-child sales problems were acted out by cast of professional actors. Center shows "The Women" where a salesman several times daily demonstrated problems that arise in selling the shoe industry's most important customer. Sales technique for the various age groups were shown. Bottom shows theatre for "The Male Animal" where skits highlighted best ways to sell the male shoe customer. At right, various "play" scenes taken from the theatres pictured directly opposite. Top shows salesman explaining features of new style to mother who seems impressed. In middle scene, salesman shows how to put woman customer in right buying mood while advising her of correct size she needs. Bottom, young executive complains of hot feet during summer day and is told of the advantages of wearing cool mesh or weave shoes. Skits were acted out several times daily before packed houses, seating 100 spectators at each showing.

GOOD SALES AHEAD FOR SHOE INDUSTRY

Watson Says Volume Can Be Maintained

A shoe sales potential of 500 million pairs (based on a fast growing population and per capita consumption of 3.15 pairs) exists for 1954 but the industry will have to put more emphasis upon selling, according to Merrill A. Watson, executive vice president of the National Shoe Manufacturers Association.

Speaking at the annual meeting of the National Shoe Travelers Association held Oct. 23 in Chicago, Watson said the shoe industry is in "fairly good condition" and will wind up the year with a reasonably healthy inventory situation at both wholesale and retail levels.

Watson based his talk on the question whether the U. S. will be able to avoid a serious depression in months ahead or return to the old pattern of a depression following wars and a prolonged post-war boom. "Fortunately the majority seem to agree that we may be able at this time to avoid any serious business declines," he said.

Three Factors

He cited three factors to support this opinion. They are continued military spending, the ability of "built-in" stabilizers to absorb a considerable amount of the shock of a recession, and the obligation of the Government to head off important recessions before they develop into a depression.

"What does this mean for us in the shoe business? Our problems are almost a miniature of those of business in general. Briefly the facts are that retail sales of shoes this year have to date exceeded 1952 sales. The U. S. Department of Commerce in its Monthly Retail Trade Report states that even though August sales this year were 5% below 1952 the eight-month cumulative sales of shoes were 4% ahead of the same period in 1952. Department store sales as compared by the Board of Governors of the Federal Reserve System shows shoes running 2% to 4% above last year for the first eight months. A survey of sales conducted by the NSMA shows sales running 2% to 3% ahead of last year for a sample of shoe stores.

"The potential shoe volume will be there in 1954, but more emphasis and effort will have to be put into selling. Consumers are spending and will continue to spend as long as incomes remain high. However, the shoe industry, like a great many other industries, must devote more time and effort to an effective program of commodity distribution."

Charles H. Jones, Jr., president of Commonwealth Shoe and Leather Co., Whitman, Mass., was re-elected president of the National Shoe Manufacturers' Association at the annual meeting held Oct. 26 in Chicago.

New treasurer is William Emerson, president of Dunn and McCarthy, Inc., of Auburn, N. Y.

Merrill A. Watson and Harold Quimby were re-elected executive vice president and secretary, respectively.

Elected to the board of directors for a three-year term were:

Charles G. Craddock, Craddock-Terry Shoe Corp., Lynchburg, Va.; Harold B. Gessner, Oomphies, Inc., New York; Henry W. Lambrecht, Dixon-Bartlett Company, Baltimore, Md.; Herbert Lape, Jr., The Julian & Kokenge Co., Columbus, O.; M. M. Stollmack, I. Miller & Sons, Inc., Long Island City, N. Y.; Robert C. Erb, J. F. McElwain Co., Nashua, N. H.; Fred A. Wilmanns, Albert H. Weinbrenner Co., Milwaukee, Wis.; Milton L. Halle, Muskin Shoe Co., Baltimore, Md.; William Page, Danvers Shoe Company, Manchester, N. H.; Robert F. Gerwin, Schawe-Gerwin Company, Cincinnati, O.; and Frank S. Shapiro, American Girl Shoe Co., Boston, Mass.

The following were also nominated and elected to serve as Chairmen of Standing Committees for one year: Trade Relations: S. L. Slosberg, Green Shoe Manufacturing Co., Boston, Mass. Membership: Henry W. Lambrecht, Dixon-Bartlett Co., Baltimore, Md. Resolutions: Roger A. Selby, The Selby Shoe Co., Portsmouth, O.

Medway Shoe To Liquidate Factory

Medway Shoe Co. of Medway, Mass., has ceased operations permanently and will sell both plant and equipment, company officials announced this week.

About 100 local shoe workers will be affected by the closing. The plant had been operating on a curtailed schedule for some time and most recently had worked on sub-orders from a factory in Keene, N. H.

NSMA TAKES NO STAND ON MERGERS

Jones Says It's All Up To Individual Firms

Charles Jones, Jr., president of the National Shoe Manufacturers' Association, stated before Association members that their organization can not take any stand on company mergers. "It is not the position of the Association to take a stand on the economic structure or policies of individual companies."

The issue of manufacturers buying up retail outlets and smaller factories has received particularly intense comment from many quarters over the past week. However, according to Jones, "manufacturers are free to act independently according to their own policies." He added that "nevertheless, the small, well-managed firm always has opportunity to grow and get ahead in this industry."

Jones also told the NSMA members that the outcome of the United Shoe Machinery Corp. will hold enormous significance for the industry. The district court's decision against United contained recommendations for the National Shoe Manufacturers' Association to suggest legal changes in United's leasing and other policies. "This," said Jones, "holds a great opportunity for the industry." He said that NSMA's Technical Committee plans to take some initiative on making recommendations.

He also stated that the Association, in cooperation with the Tanners' Council and the National Shoe Retailers' Association, aims to set up a stronger and more coordinated promotional program so that all industry sources "are telling the same story to the consumer." In short, to eliminate to what degree possible conflicts of footwear information reaching the public.

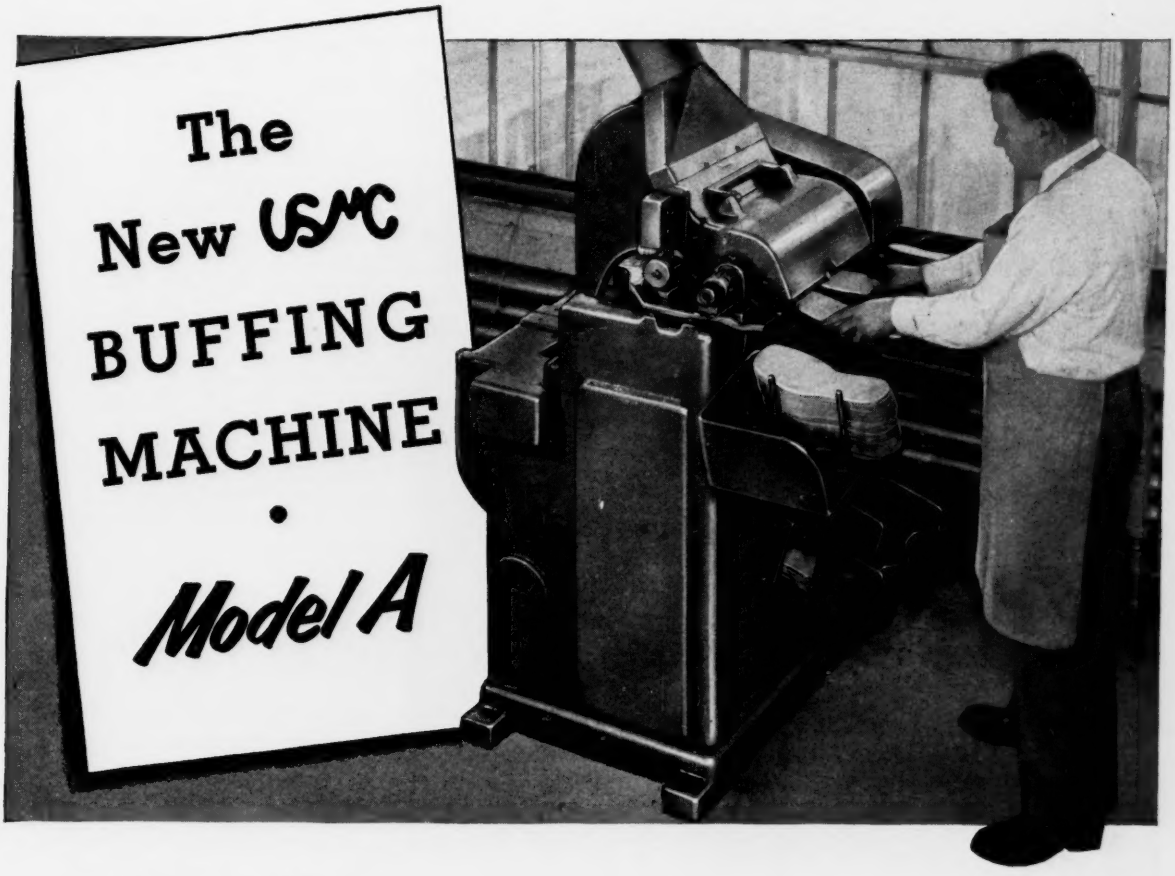
Hide Association Sets 1954 Spring Date

The National Hide Association will hold its Annual Spring Meeting on May 10-11, 1954 at the Sheraton-Cadillac Hotel in Detroit, Mich., according to John K. Minnoch, executive director of the Association.

Irving Ellman of Michigan Hide Co., Detroit, has been named Convention Chairman.

Minnoch also announced that Gus B. Kaufman of G. Bernd Co., Macon, Ga., has been appointed Southwest Regional Chairman. Next regional meeting for the Southwest will be held in Atlanta although a definite date has not yet been set.

For a "Velvet" Finish on Leather, Rubber or Synthetics



- **Uniform all-over buffing.**
- **Superior all-over roughing.**
- **Abrasive mileage increased up to 50% and more as compared with other equipment.**
- **High production as compared with other equipment.**
- **Sole materials of variable thicknesses, and soles with reduced shanks and similar limited variations, can be readily processed.**

This new United machine uses a specially developed air cushion type blanket on a high speed oscillating 12″ buffing roll. It can be fitted for buffing unattached soles and taps of leather, rubber or synthetic. It produces a soft even nap or a coarse rough texture (suitable for cementing) and gives outstanding production advantages and economies.

For information about the new USMC Buffing Machine — Model A, get in touch with your United branch office.

UNITED SHOE MACHINERY CORPORATION
BOSTON, MASSACHUSETTS

FACTORY STORES DID 12% OF SHOE BUSINESS

Factory-owned shoe stores account for only 12 percent or less of the nation's retail shoe business. This is the finding of a survey just completed by the National Shoe Manufacturers Association.

The survey was launched following statements made by various shoe retailers attending the National Shoe Fair in Chicago to the effect that more than 50 percent goes to retail outlets either controlled or owned by the big shoe manufacturers.

Many independent shoe retailers were reported "on the warpath" over the growing invasion of the retail shoe field by large shoe manufacturers. Some were in favor of calling for Government intervention.

The NSMA survey shows that shoe chains (exclusive) account for approximately 30 percent of the nation's shoe business. Of this, factory-owned stores account for about 12 percent. Independent retailers' exclusive shoe stores do another 29 percent of the volume. Department stores do 16 percent, mail order firms account for eight percent, independent specialty stores selling shoes do seven percent as do independent general stores. All others account for three percent of sales.

Julius Schnitzer, chief of the Department of Commerce's hide and leather department, estimates the share of factory-owned stores at 10-12 percent.

SHOE MANUFACTURERS PLAN NEW SERVICES

The National Shoe Manufacturers Association announced at its annual meeting in Chicago that by the end of this year four new industry committees will be set up: Tariff, Accounting, Statistical and Publicity. These new "service activities" are in addition to another committee on Public Relations established by the Association earlier this year. According to Merrill Watson, who announced the plans, "the Association will set up still further committees as the work progresses."

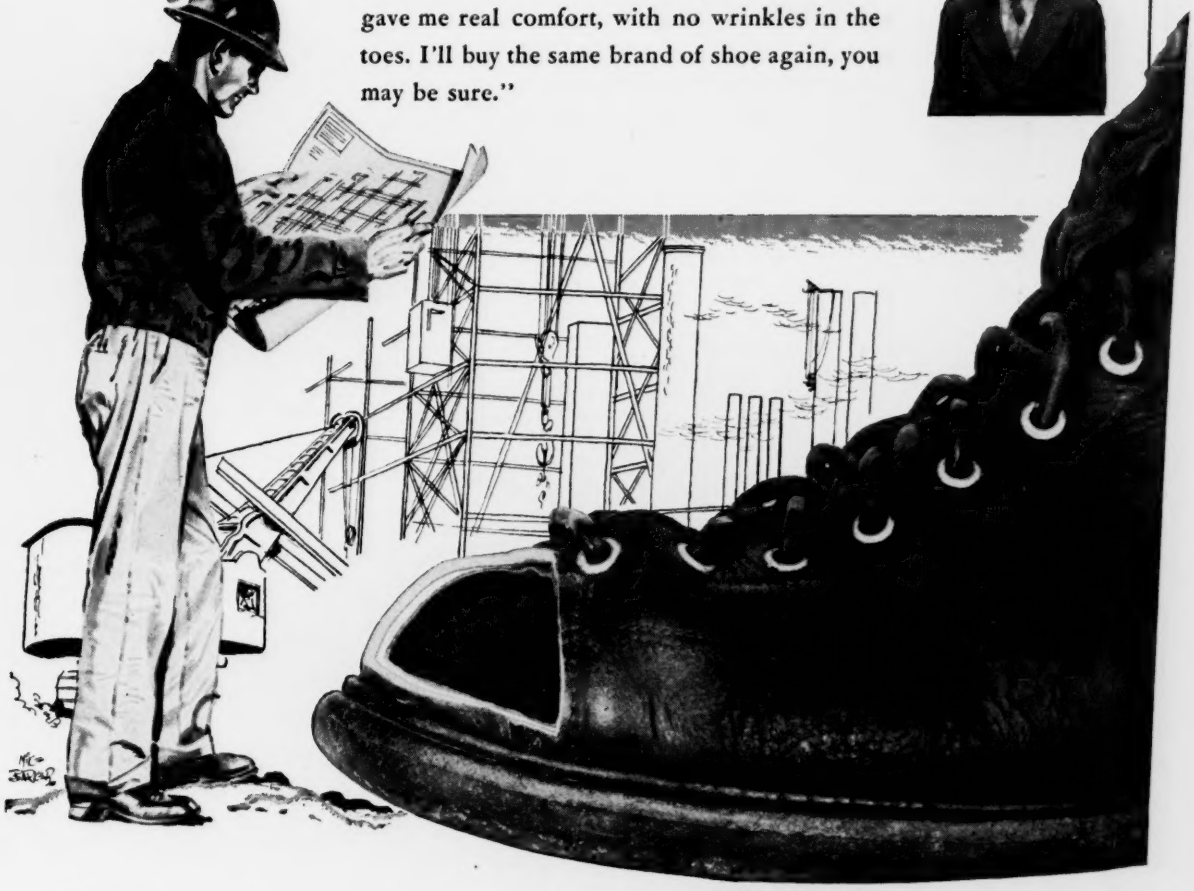
Watson told Association members that the National Shoe Institute has spent some $20,000 for its "New In Shoes" program and has received "well over a million dollars in publicity space return value."

He also stated that the Association will set up five regional committees of shoe manufacturers, the purpose being to encourage more active participation by manufacturers in "The New In Shoes" program.

Your Blueprint for Enduring Toe Comfort

"Celastic"* Box Toes

Months of wear are hard on any shoe but for an extreme test, take this on-the-job shoe worn for 8 months by James F. McCaul, construction engineer of Nashville. Note how the toe area of this shoe made with "Celastic" is completely smooth and free of wrinkles. Mr. McCaul says: "These shoes gave me real comfort, with no wrinkles in the toes. I'll buy the same brand of shoe again, you may be sure."



There is one big reason why manufacturers and retailers can be sure of wearer satisfaction when "Celastic" is the foundation of the toe. It's the positive fusion between box toe and lining. For toe comfort and style that endure, specify "Celastic" Box Toes.

UNITED SHOE MACHINERY CORPORATION
BOSTON, MASSACHUSETTS

IT'S ALWAYS MATCHED PAIRS WITH Celastic* BOX TOES

*Celastic is a registered trademark of the Celastic Corporation

INDEPENDENT SHOE RETAILERS STIR NEW INDUSTRY TEMPEST

Controversial Factory-Owned Vs Independent Store Theme Is Aired

One of the most-discussed events of National Shoe Fair Week was the one-day National Conference of Independent Shoe Retailers, held on Saturday, October 24, at the Sheraton Hotel, Chicago, and attended by about 250 shoe retailers. The conference was initiated and sponsored by Sam Sullivan, prominent shoe retailer of Laredo, Texas.

The founding force of the Conference was one of the touchiest subjects in shoe business today: the factory-owned store setting up increasing competition with the independent, and what the latter should do about it. The entire afternoon session was given over to a detailed discussion of that theme by a large panel of shoe retailers from various parts of the country, along with other trade members. An open discussion from the floor was also part of the program.

Here were the significant results: The Conference was concluded without a conclusion. No committees were set up, no officers elected, no organization put into effect, and no concrete decisions as to how the "problem" was to be handled. Fundamentally, the Conference proved to be a "clinic" or forum where this (and other) sensitive industry matters concerning retailers were discussed and debated openly.

Moderator Sam Sullivan declared in his opening remarks that in creating this Conference "there was no thought of establishing another shoe trade association. Our hope in initiating this Conference is that the already established trade associations in our industry will adopt and expand this one."

Sullivan said that "lots has happened in shoe business that many shoe men don't like—especially the buying up of retail outlets by big manufacturers. Our aim is to probe the best brains in shoe busines for contributions toward the solution of this and other problems."

The morning session consisted of brief talks given by Irving Glass of the Tanners' Council, and Ruth Kerr Fries, of the Calf Leather Bureau, and Walter Kraus, Director of Leather Industries of America.

Quality Selling

Glass stated that the economic opportunities for the retailer rested in "selling the concept of quality products to the vast middle income market to whom quality has superceded price as the governing factor in buying." He urged the "rooting out of price obsessions that have dominated shoe selling."

Ruth Kerr Fries urged retailers to re-appraise their retail operations. She cited such factors as window and interior displays, personnel training, buying, fitting, fashion coordination, etc. She also outlined some of the shoe fashion highlights for Spring.

A panel discussion on a variety of shoe retailing problems proved interesting. Deliveries, cancellations, price changes, buying, inventories, advertising, merchandising, fitting, promotions, etc., were some of the topics discussed.

Chief interest, however, was in the afternoon session, which was devoted solely to one subject: factory-owned shoe stores versus independents. Sam Sullivan declared, "Up to this point there has been little discussion of legislative control. . . . It is hoped that the shoe princes will be smart enough to get off their bender before it is necessary to consider such steps. A well publicized expression of sentiment from dealers from every section of the country might well have a sobering effect upon the debauchees.

"But, the wisest course for the independent shoe retailer to pursue would seem to be that of self-improvement. Independent merchants can equal or better anyone on value, and whip all competition with service."

Almost none of the panel members expressed favor of legislative steps to halt manufacturers from buying up retail outlets. Most panel members, along with views expressed from the floor, felt that other methods could prove more effective—chiefly, helping the retailer do a more effective competitive job via better selling and merchandising.

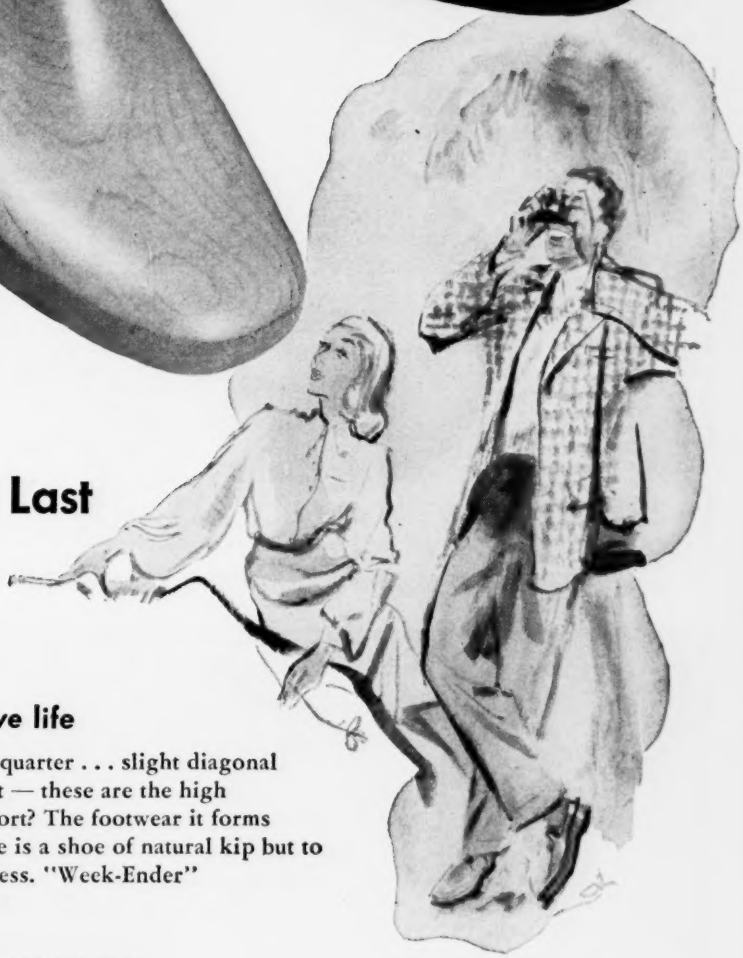
A "shoe alliance" idea was suggested, proposing that independent retailers and manufacturers form a "Combine" in competition with the "bigs" of shoe business. This proposal met with no enthusiasm.

A mixed feeling received the proposal that the independent should reject branded lines carried by manufacturers who also have competitive stores in the community. Some felt that this would be difficult, especially where the independent had built a business on certain brands.

Another suggestion, and one which received much support, was that the "bigs" could be controlled in their factory-owned store operations if several thousand independents buying from these manufacturers (only three: International, Brown and General, were cited) would write and express their opposition. It was pointed out that one of these Big Three does about 70 percent of its business with independents, and hence the "pressure principle" could be effective.

"Week-Ender"

by United Last



. . . a last destined for an *active* life

Sharp wall on forepart carried back into the quarter . . . slight diagonal toe with suggestion of square sweeping effect — these are the high style highlights of "Week-Ender." And comfort? The footwear it forms feels like a true Indian moccasin. Shown here is a shoe of natural kip but to the inspired stylist the possibilities are limitless. "Week-Ender" could be No. 1 on your list parade for 1954!

Slide-O-Matic? *Naturally.*

UNITED LAST COMPANY
BOSTON, MASSACHUSETTS
Division of United Shoe Machinery Corporation

JARMAN SAYS SHOE INDEPENDENTS GROWING

Maxey Jarman, board chairman of General Shoe Corp., told a press meeting at the National Shoe Fair that General's volume of business with independent retail stores is expanding at a greater rate than its volume done with its company-owned retail outlets. He said he felt that this indicated that some of the claims that factory-owned stores were hurting independents was contrary to the facts.

He also declared that the threat, as made by a few independents, to discontinue lines carried by factories with company-owned stores because the latter were competing with the independents, was likewise not supported by facts. "Today the Independent shoe stores are getting an increasingly large share of the business." (Independent shoe retailers account for about 29 percent of the business, as against the chains' 30 percent.)

Retailers who sever relations with factories after carrying their established branded lines for years in their community, said Jarman, "may be cutting off their nose to spite their face. There is a lot of current discussion regarding factory-owned stores taking business away from the Independents, but it doesn't mean much when measured against the facts."

FOAMTRED FOR FORMOSA

Agreements for the manufacture in Formosa of "Foamtred" and "Midas" footwear, manufactured in the U. S. by Wellco Shoe Corp. of Waynesville, N. C. have been completed with HWA Sheng Rubber Mfg. Co., according to Heinz W. Rollman, president of Wellco and Ro-Search, Inc.

SHOE UNION ASKS 15c HIKE IN EAST

Massachusetts Firms Face Higher Costs

A general wage increase of 15 cents per hour and expanded benefits will be sought by United Shoe Workers of America, CIO, in its new 1954 contract with Massachusetts shoe manufacturers.

This is the consensus of manufacturer opinion on the eve of opening contract negotiations with union officials. The union represents some 12,000 workers employed in over 60 plants.

Although Angelo G. Georgian, regional CIO representative, said he would not reveal the union's specific demands until he meets with manufacturers after Nov. 6, it is felt demands will be similar to those now being sought at International and Brown Shoe Co.'s in St. Louis.

Based on St. Louis negotiations, the union is seeking a pension plan, welfare benefits, a minimum wage of $1.25 hourly, shorter work week at same pay, and additional paid-vacation time. The union has proposed that employers contribute two percent of straight time earnings to a pension fund and two and one-half percent to a welfare fund.

Workers affected are employed in factories in Lynn, Haverhill, Chelsea, Boston, Everett, Salem, Beverly, Wakefield and Newburyport.

210 Associates Nominates New Officers

The Nominating Committee of The 210 Associates, Inc., national philanthropic agency for the leather and shoe industry, has adopted the following slate of officers, directors and trustees for the ensuing year. Voting will be held at the Association's Annual Meeting Nov. 24 at the Boston Club in Boston.

President—Kivie Kaplan, Colonial Tanning Co.; vice presidents—Albert D. Aronson, Urban Dacier, Joseph Holmes, Herbert C. Lee, Fred N. Phillips, Jr.; treasurer—A. W. Berkowitz; assistant treasurer—Edwin M. Kassel; secretary—J. William Nicolls, Jr.

Directors for a three-year term—Hyman Cohen, George Dempsey, Harry C. Freedman, Nobert Goldstein, Paul McBride, Raymond Ryan, Louis H. Salvage.

For unexpired terms of one year—Paul Kleven and George Shapiro.

Trustee for permanent fund, three-year term—Frank S. Shapiro.

SHOE TRAVELERS HAVE THEIR DAY IN CHICAGO

Officers and guest speakers at the 43rd Annual Convention of the National Shoe Travelers Association, Chicago, Oct. 22-23: LEFT, standing, left to right: Nicholai Richmond, executive secretary; Norman Souther, secretary-treasurer; J. M. Alexander, president; E. J. Trench, vice-president. Seated, left to right, are guest speakers Marshall J. Mantler, executive director, Bureau of Salesmen's National Associations; Merrill Watson, executive vice-president, National Shoe Manufacturers Assn.; and Earl Susman, general attorney, National Shoe Travelers Assn. RIGHT, New officers of the National Shoe Travelers Association, left to right: E. J. Trench, in-coming president, associated with Krippendorf-Dittmann Co.; J. M. Alexander, retiring president; and Ray C. Randall, vice-president, associated with Citations Shoe, Somersworth, N. H.

THOMPSON BROS. BUYS HEYWOOD SHOE RIGHTS

Will Make Heywood Lines In Brockton

Production rights to the top-quality men's shoes produced by Heywood Boot and Shoe Co., liquidating Worcester, Mass., shoe manufacturer, have been purchased by Thompson Bros. Shoe Co., Brockton, Mass., men's shoe producer.

This was disclosed late last week by Joseph E. Small, president of the Brockton firm. Small said that Thompson has acquired all of Heywood's lasts, dies, patterns and records.

W. Harvey Moody, president and treasurer of Heywood, announced on Oct. 8 that the firm would cease production by the end of Oct. The factory has since been liquidated and will be sold as soon as possible.

The Heywood lines will henceforth be produced at Thompson Bros. plant in Brockton where Heywood equipment has been moved. Neither the Heywood or Matrix brand names will be used by the Brockton firm.

Ronci Offers New Strap Fastener

F. Ronci Co., Inc., of Centredale, R. I., world's largest maker of buckles, announced a new strap fastener, the "Slide-Lok," which it claims will become a buckle classic.

Equipped with a roller which reduces strap friction to a minimum, the new strap eliminates the need for punching spacer holes in strap leather. "Slide-Lok" is now available in 1/4", 3/8", 1/2", 5/16", 7/16" and 5/8" sizes in all finishes.

Latest official Commerce Department figures on shoe production. August output totaled 42.8 million pairs, 8% or 3.8 million pairs below August 1952 total of 46.6 million and 6% better than July 1953 output of 40.3 million.

This is exactly one million pairs less than Tanners' Council preliminary estimate of 43.8 million pairs for August 1953, indicates industry is making production "adjustment" faster than first expected. Based on further Council estimates (preliminary) of 41 million pairs for September (down 7% from the 44.1 million pairs of September 1952), production for the first 9 months will total 390,600,000 pairs, only 9 million pairs over the same period last year.

October figures will show even greater adjustment. Last year saw 46,341,000 pairs made in Oct. and a near record 127,300,000 pairs in last quarter. Watch for this year's last quarter to fall radically below this, bring year's total to less than 510 million pairs. With factory orders continuing at present pace, it is far from likely that manufacturers will come anywhere near last year's final quarter production figures.

• •

One thing is sure. Manufacturers and retailers alike are convinced of levelling off ahead. Whatever the cause—constant drumming from Washington, actual economic factors, consumer caution—business is pulling in its horns. Only thing that can bring businessmen out of the shell they are building is active expression of public confidence in future—namely, good sales at retail level.

And there lies industry opportunity. Despite all talk and some indications of business slowdown for 1954, fact remains there is plenty of consumer money around. Continued government spending (military, roads, schools, etc.), high employment, high wages, record savings can't be ignored. If consumer suddenly realizes that no major recession is ahead, he can easily go on another buying spree that will send the "adjustment" flying.

Trick is to convince consumer of this. Manufacturers and retailers who sit back, prepare to ride out a recession, are actually inviting one. This is the time for industry to take a good look around, launch plans for revitalized promotion. Bigger and better advertising at all levels, better selling at retail level, can turn trick.

• •

More backing for this feeling. Report by William Sheskey, economist for National Shoe Manufacturers' Association, sees 1954 shoe production at least 500 million pairs, possibly more. This will make third consecutive year production has equalled or exceeded 500 million mark. And all types of footwear are expected to share in high level output.

Long range outlook even better. Main reason is basic growth, both of industry and U. S. population. As Sheskey points out, U. S. population will probably reach 174.2 million by 1958, less than five years hence. If per capita consumption remains only at present rate (3.15 pairs annually), this would mean annual shoe sales of over 548 million pairs.

Julius Schnitzer, director of the Commerce Department's leather, shoes and allied products division, feels that retail sales total of 535 million pairs is even closer than 1958. Schnitzer points out a per capita sales boost from 3.1 pairs per year to 3.3 pairs (see L&S, Oct. 24) would bring this about. And 3.3 average could be reached just by bringing per capita sales to men's and boys' groups alone up to pre-1947 levels.

• •

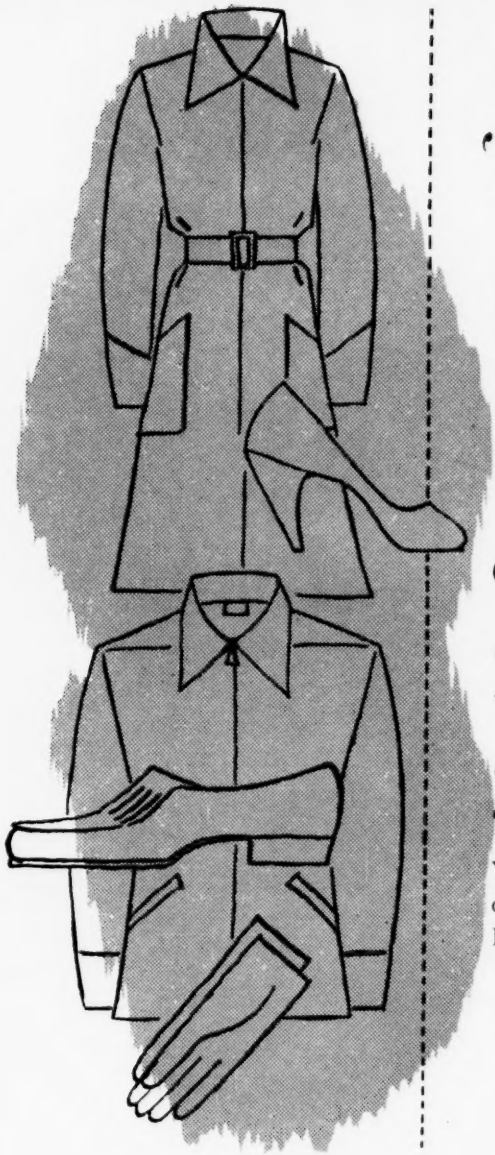
Looks like independent shoe retailers stirred up teapot tempest at Chicago. *Wall Street Journal* quoted retailers as claiming big manufacturer controlled or owned retail shoe outlets as accounting for over 50% of nation's retail shoe business. Actual figure as shown by National Shoe Manufacturers' Association survey this week is nearer 12%. Some say even less.

Gist of Conference was that big manufacturers are gobbling up shoe industry, first by mergers, second by buying up new retail outlets. Independent retailers are crying "monopoly," asking Government to intervene. This is not feeling of all. Some feel chains and manufacturer-owned outlets can never replace family store, particularly if latter improve selling methods and services.

Proven in the Color Room

NOW... *for the tan cellar, too!*

GYCOTAN* F LIQUID



Especially for the new "glovey" type leathers

Recognized in the color room for its value as a dye assist and levelling agent, this versatile synthetic, replacement-type tanning material has proven equally important in the manufacture of "softie" shoe, garment and glove leathers. Gycotan F Liquid produces a round, soft, mellow leather with a smooth, tight grain.

GYCOTAN F LIQUID...

- is readily applied by conventional tanning methods...
- is used as a self-tanning material on certain specialty leathers...
- is compatible in the retan of chrome leathers...
- and in vegetable blends!

Your Geigy representative will be glad to provide complete technical information about Gycotan F Liquid and assist in applying it to your tannery problems.

* *Geigy Registered Trademark*

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are you using an
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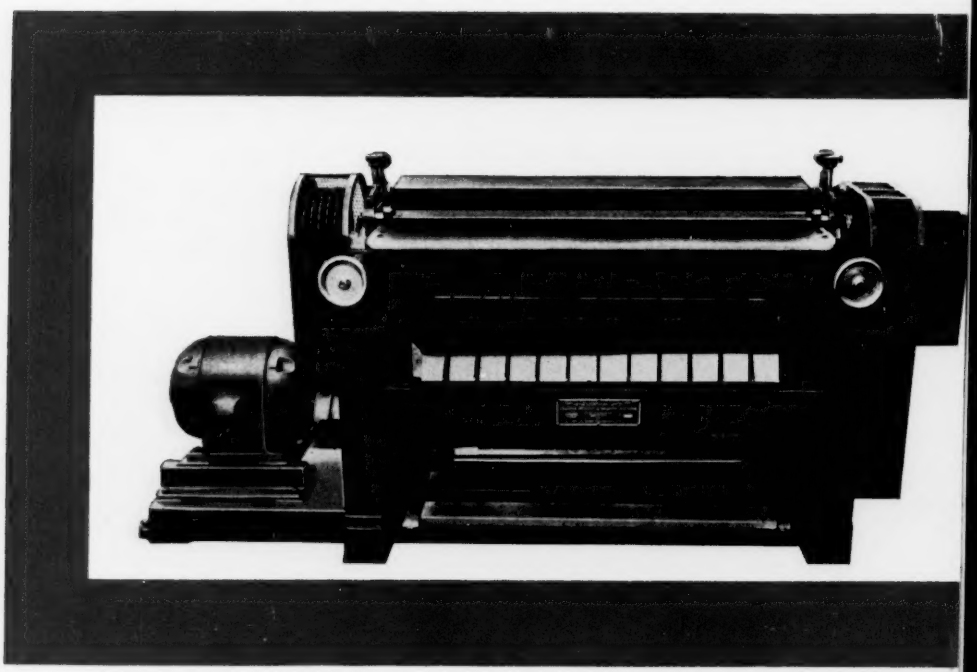

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Special anti-friction bearings allow oscillating the cylinder through the cylinder bearings without handicapping accuracy or life expectancy.

Can be equipped with either cylinder brush pick-off and conveyor rods, returning the material to the operator; or with oscillating compressed air pipe and conveyor belt, discharging material to front or rear.

One permanent exhaust duct easily exhausts dust from both hood and pan while machine is in operation.

Guards completely cover all belts.

Micrometer adjustment of the rubber roll for accuracy and duplication.

Easy and quick adjustment of the pinch roll.

Dynamic balanced cylinder and motor.

Complete set of accessories. The Lightning Buffing and Shaving Machine will do a better job for you always.

★

PIONEER BUILDERS OF WIDE FACE BUFFING MACHINES

★

Check the Lightning features on this pa

CURTIN-HEBERT CO., INC.

old fashioned SHAVER?

IF YOU ARE, YOU CAN SAVE YOURSELF REAL MONEY BY TRYING CURTIN-HEBERT'S ASTOUNDING LIGHTING BUFFING AND SHAVING MACHINE . . .

because it has the features YOU asked for

• JUST FIGURE IT from the time and labor saving standpoint — the Lightning Buffing and Shaving Machine will amaze you. Or, figure it from the standpoint of producing better leathers again, you'll agree with leading tanners that the Lighting is tops. If you want to figure it from the standpoint of sturdy construction that will give years and years of simple, trouble-free operation, the Lightning will keep clear away from the field!

• Any way you figure it . . . you save money when you join the growing ranks of Lightning Buffing and Shaving Machine users. And it isn't too surprising when you consider that Curtin-Hebert in creating the Lightning incorporated those features which *you* asked for — features that speed up production, cut down labor, give you superior leathers — in short put your whole operation on a more efficient and therefore mre profitable basis.

and then write for further information.

GLOVERSVILLE • NEW YORK

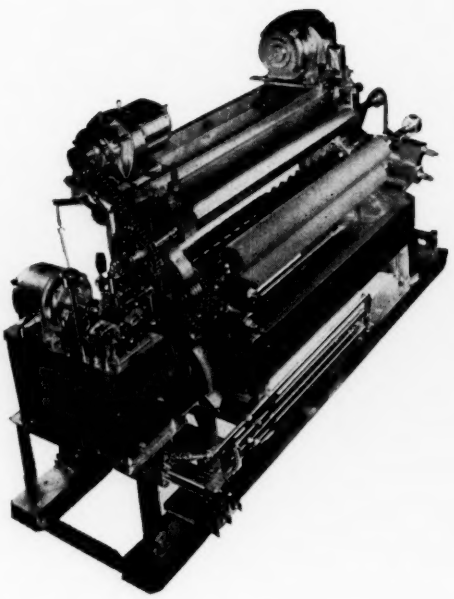
CUT CUSSING--BOOST PRODUCTION

GET the blue out of the air and the red out of production costs. Install the Stehling Hydraulic Double Roll Setting Out Machine and get a perfect job on both heavy upper sides as well as light leathers — and get a double setting out action in one operation.

With the Stehling, the lower rubber roll opens or spreads the leather while the upper rubber roll lays down the grain — smooth, fast, cussless operation that boosts production and cuts costs.

With the Stehling, you have a 7½ inch opening; heavier, more durable construction; heavier ball bearings: minimum working parts; minimum maintenance.

Why not get the complete story today?



The Stehling Hydraulic Double Roll Setting Out Machine has a 7½ inch opening and performs a double setting out action in one operation.

In Tanning Machinery... MAKE SURE IT'S Stehling AND BE SURE

CHAS.H.STEHLING CO.

1303 NORTH FOURTH ST., MILWAUKEE 12, WIS.

Stylescope

SHOE FASHION NEWS AND TRENDS

Highlights of women's shoe fashions for spring and summer '54 are as follows, according to a report received from the National Shoe Fair held this week: EARLY SPRING. Spring is really early. First spring shoes will begin to sell in November. Pumps will lead off in both open and closed patterns. But there also will be an earlier demand for more open types—deep shells . . . new slings, halter and sandalized types. LATE SPRING will put emphasis on naked open shoes . . . sandals, halters and banded types with wide open toes. It's the new light look. Banding and stripping tend to a fluid line, moving around the foot. Some backless and mule types.

Patent leads off. It promises to be more important than ever, all over the country. It's logical successor to winter suedes. Black smooth leathers . . . calf, kidskin, reptiles will also be in demand, with some interest in gunmetal patent.

The beige to brown family. These are fashion leaders. Anilines in lighter wood tones should be in demand early, for wear with town tweeds and flannels that women buy in January, for wear under fur coats.

Two-tones for Easter selling. Outstanding for pre-Easter sales, combination of pale leathers, such as panama, cashmere, polar bear and other off-white and pale beiges with shoes of black, brown or navy. These treatments have new look with larger areas of light trim.

Late spring and summer. There will be interest in fabrics, alone or in combination with leathers. Among most popular fabrics, linens, straws, shantungs, cottons and silks.

All white shoes. Color in early spring makes the all-white shoe look new and fresh. It is more highly styled and should sell above last season. Color with white should also be watched.

Highlights of men's shoe fashions for spring and summer '54, according to a report received from the National Shoe Fair held this week, are as follows: THE LIGHT LOOK is as important in men's street and business shoes as it is in their suits. Retailers will sell lightweight spring suits as early as March. Spring shoe season is also advanced.

Blue for promotion. Lighter blues and greys will predominate in spring suits. The blue shoe if properly styled and merchandised should have real promotion value with these as an alternate to black and browns. Blue in smooth, in suede and in combinations. Outstanding colors in addition to promotional blue are browns including rust, and grey. There is noticeable trend to lighter shades, pale tans as well as regulation especially in higher price brackets. Medium shades sell in medium and lower price ranges. Black new in sports shoes.

Spring patterns. Basic laced types show new treatments. There are plain toe bluchers, plain toe Bals, moccasin fronts, U-wing patterns, straight tips with medallions as well as basic straight and wing tips. Laceless shoes growing in importance for general daytime wear including moccasin types, run-around laceless patterns and U-wings. Less interest in regulation wing tips.

For late spring and summer. The cool light look is big theme. Lighter, more flexible construction, lighter materials, lighter colors. Nylon mesh continues a feature handled in new ways. "Take the overcoat off your feet with Tropicools" is theme. Nylons woven and ventilated are recommended.

Monotone effects. New monotone combinations in blue, light wood tones, tans, browns, russets and black offer new weaves and pattern treatments in nylon and leather shoes and give the salesmen something to talk about. In addition to monotones, black and white treatments promise to be popular as well as classic tan with white or natural mesh.

Highlights of children's shoe fashions for spring and summer '54 are as follows, according to a report received from the National Shoe Fair held this week: LIGHT, DAINTY, FEMININE. That's keynote of children's dress shoes for spring. They are more highly styled, take inspiration from grown-up shoe fashions. Light look gained by styling rather than construction, since children's shoes must stand hard wear.

Straps in the lead. Straps are still favorite fashion. But straps with new look. Thin straps, shell outlines, vamps decorated in good taste. Cutouts, open or underlaid with lacy nylon mesh add to light look as do lower cut shells. Embroidery, nailheads and pipings give gay touch.

Favorite patterns. For infants Mary Jane holds lead. For older children ankle strap Mary Jane gets new look with lower cut vamp, bow trim. The shell, a basic, owes its style to placement of straps. In child's and misses' range there is definite interest in low-placed strap, though high strap is volume. Double straps, one high, one low, look new. Simple strap treatments have superseded multiple and intricate strappings from a style standpoint. For growing girls plain shell, slimmer with slightly lower cut vamp, is getting increased acceptance. Mesh inserts continue for warm weather, preferably in monotone treatments.

Before Easter. Black patent is far out in front for pre-Easter selling period. Smooth leather is next, and there is some suede. Black leads, because of vogue for patent, but navy, red and brown-and-white combination are also in demand.

After Easter. White will lead in children's shoes after Easter with red in second place. Black patent continues and there is some interest in blue. Brown-and-white is basic, and there will be some red-and-white and blue-and-white combinations. There is growing interest in tone-on-tone treatments such as beige with brown. The smooth leathers lead in this period but there is a growing interest in fabrics, alone or in combination with leather trim.

Rosalie Mazzbanian

WHAT PRICE HONOR?

During the annual Fall Meeting of the National Hide Association held in Chicago Oct. 21, NHA director John K. Minnoch was made an honorary member of the West Coast Shoe Travelers' Association.

Following is the "oath" required to be stated by Minnoch:

In accepting this high honor bestowed upon me by the W.C.S.T.A., I promise to do my best to fulfill the obligation as a member. However —

I admit I am a heel
With a thick hide
And without a sole
And that I have a loose tongue
If I do not keep in-step
With my fellow members
I deserve a lacing
A tanning
And a boot
And will accept the same
if the shoe fits;
I shall stand toe to toe
And eye to eye
With my fellow members
Until the last.

Mid-Atlantic Shoe Show Set For 1954

The 40th Anniversary Mid-Atlantic Shoe Show has been scheduled for Jan. 31 - Feb. 3, 1954 at the Benjamin Franklin in Philadelphia, according to Cal. J. Mensch, show manager.

The annual showing is sponsored by Middle Atlantic Shoe Retailers, Travelers, Manufacturers and Wholesalers.

More than 400 popular shoe lines are expected to be displayed by various shoe manufacturers during the four-day showing. Mensch reports that advance reservations are well ahead of last year.

In addition to a rounded promotional program, the show committee is planning to present helpful merchandising ideas and special entertainment.

HEALTHY SALES OUTLOOK FOR FIRST HALF 1954

Economic Climate Favors 500 Million Rate

Retail shoe sales during the first half of 1954 should move at "a healthy normal" rate of 500 million pairs annually, the National Shoe Institute reports.

The Institute, which has just concluded a shoe sales outlook study, cited several significant economic factors which historically determine the shoe sales outlook for the season ahead.

Among these are an extraordinarily high employment rate, an all-time high in consumer income which shows no sign of declining, an annual consumer spending rate of $235 billions or $16 billions above the same period of last year when shoe business was flourishing, unprecedented high consumer savings, and realistic shoe prices backed by top quality in value.

The Institute, jointly sponsored by the National Shoe Manufacturers Association and the National Shoe Retailers Association, announced it will launch its third "The New in Shoes" seasonal opening on March 7, 1954.

In addition to making available information and material in the form of mats and news releases to 8,000 newspapers, magazines and radio stations, the Institute will also offer display materials to aid manufacturers and retailers in tying in with the Seasonal Opening.

The Institute estimates a total shoe production of around 515 million pairs next year, based on the traditional per capita consumption of 3.2 pairs and a population level of 162 million in 1954.

SAFETY AWARDS

The National Safety Council made its annual awards to tanning and shoe industry companies with the best safety records, during its meeting last week in Chicago.

Awards for the best safety records in the tanning industry went to the Newcastle Division of Allied Kid Co. (1st place); Ashland, Ky., plant of A. C. Lawrence (2nd place); and A. C. Lawrence's Peabody, Mass., plant (3rd place).

General Shoe Corp. ran away with the awards for safety records among shoe manufacturing firms. Awards were made to the following 11 plants of General Shoe Corp.: Cowan, Pulaski, Lawrenceville, Lewisburg and McMinnville—all members of Group A; in Group B were the following plants: West Nashville, General Products, Frankfort, Hohenwald, Caralton and Ceneraville.

HAHN ELECTED HEAD OF SHOE RETAILERS

Gilbert Hahn, president of William Hahn and Co., Washington, D. C., shoe retailer, was elected president of the National Shoe Retailers' Association at the annual meeting, Oct. 27, in Chicago. He succeeds Otto Warn of Warn and Warn, Spokane, Washington.

Active in Association affairs for many years, Hahn was vice president during 1952-1953 and is chairman of the Executive Committee and a member of the National Shoe Fair Committee. His company, founded by his father, operates seven stores in Washington, one in Baltimore, and will shortly announce a new location in nearby Virginia.

Elected vice presidents were: John W. Morgan, president of McGrew & Morgan, Inc., Parkersburg, West Va.; Lloyd W. Nordstrom, vice president of Nordstrom's, Inc., Seattle, Wash.; Marcus Rice, Famous-Barr Co., St. Louis, Mo.; and Clovis P. Saunders, president of Saunders & Co., Kansas City, Mo.

Treasurer is David S. Hirschler, president of Hofheimer's, Inc., Norfolk, Va. Mrs. Thelma C. Hennessey was elected secretary of the Association and L. E. Langston re-elected executive vice president.

Retiring president Otto Warn was presented with an engraved gold clock in recognition of his outstanding service over the past two years.

Andrews-Alderfer Names 3 Sales Managers

Promotion of E. D. Parks, R. Craig Whitmore and G. W. Williams to the newly-created positions of regional sales managers has been announced by Andrews-Alderfer Co., Akron, O.

Parks will handle the Midwestern, Middle Atlantic and Southern states, Whitmore the New York and West Coast regions, and Williams, New England and the Central States.

INTERNATIONAL SHOE FACES WORKER STRIKE

Members of CIO United Shoe Workers of America and AFL Boot and Shoe Workers Union have voted to strike at International Shoe Co. plants in four states on Monday, Nov. 2 unless a new contract is signed before Oct. 31.

The strike vote was taken late last week by both unions after negotiations with the firm had broken down. The CIO claims some 11,000 workers in company plants while the AFL represents another 7,600.

The unions, operating on a single platform, have demanded a 15-cent hourly wage increase, establishment of a pension and welfare fund, shorter work week with no cut in pay, and longer paid vacations.

Meantime, negotiations between the AFL and Brown Shoe Co. were reported at a standstill although the company has offered increased health and accident benefits and a third-week vacation to 15-year employes.

Company officials indicated that they would make a similar offer to the CIO when negotiations commenced this week. The latter represents 3,500 workers in eight Brown factories while the AFL has 4,000 workers in 10 plants.

CHEMISTS EXTOL MERITS OF LEATHER

Barcelona Meeting Stresses Properties

Inherent properties of leather which make it a unique and valuable material were stressed at the annual conference of the International Union of Leather Chemist Societies held recently at Barcelona, Spain.

Although pointing out that all leather does not contain all these properties to the same degree, the union declared that part of the art of leather-making is to accentuate those properties needed to enable leather "to fulfill the particular purpose for which it is intended." Following are the properties:

High tensile strength, exemplified in the use of leather for transmission, belting, and safety belts.

Resistance to tear. Derived from the three-dimensional weave of the fibres of value in shoemaking because it provides stitch tear resistance.

High resistance to flexual fatigue. Makes leather suitable for belting and insures long service in gloves and footwear.

High resistance to puncture. Also derived from the three-dimensional weave of fibres and shown to a high degree by sole leather.

Good frictional properties under wet and dry conditions. Important for leather belting which will grip a pulley but slip in an emergency. Leather soles play a part in lessening fatigue when walking because they grip the pavement and road surfaces.

Controlled area stability. Sole leather and many other leathers are made dimensionally stable. Gloving leather, however, can be so made that it will stretch.

Low bulk density. Because of its fibrous nature, the bulk density of leather is low without impairing other properties.

Good heat insulation. As its low bulk density indicates, there is a considerable amount of air in the interstices between the fibres of leather. This air clings to the fibre surfaces and such stationary air is a poor conductor of heat, an important factor in bodily comfort.

Permeability to water vapour. So far as is known, leather fibres will hold more water vapour when exposed to air at any given relative humidity than any other fibres, whether natural or synthetic.

LEATHER INDUSTRIES SHOWS NEW FILM

During the Annual Meeting of the Tanners' Council in Chicago last week, Leather Industries of America gave a preview showing of its new film, "Leather In Your Life," before a packed and enthusiastic audience of several hundred leather men. It was the first time the 27-minute color movie was shown in public.

Departing from the customary "educational film" presentation, the movie moved at a fast, entertaining pace under splendid professional direction supported by an effective story-telling idea that gets across leather's story in a highly dramatic manner. Theme of the film is one that shows leather to be the true "miracle material" of the 20th century, yet incorporating the idea of long history and tradition to give it universal appeal as a material with which countless beautiful and practical consumer items are made, playing an important role in our lives.

The film is scheduled for a number of special showings for the nation's press. Then it will be released for showing before TV audiences, secondary schools, civic and fraternal organizations, colleges, etc. throughout the country.

OPTIMISM AT CHICAGO SHOW KEEPS LEATHER MARKET ON FIRM SIDE

Tanners Heartened As Retailers And Manufacturers See Steady Business Ahead

NEW YORK MARKETS

Upper Leather: In spite of reports from New England and other sections that leather sales were active the last week or so, especially in side upper, sales remain slow here.

Prices on side leather have been advanced with 40-42c and down quoted for large spread elk, up about 2 cents from previously. Some tanners report price resistance while others have little trouble with those who want to buy.

In calfskins, smooth calf and glove tannages are wanted and some business is going on.

From about $1.00 and down is quoted on glove tannages in colors while ordinary smooth calf is about 88c and down, all in women's weights. Patent leather still a good item and expected to be big again this Spring. There is also a good export demand for patent.

Sole Leather: Demand for sole leather is good and prices are firmer and advanced by a cent or so. The 9/10 iron bends firmly held at 54c here with some tanners at 55c and even 56c. The 10 iron and up are at 51c with a range of up to 53c heard.

A good-sized business was done in bends recently. Bellies also in good demand with 27c heard here for most tannages. Double rough shoulders also doing very well with quotations from 44c to 52c as to weight. Most sales in the 46-47c range.

Sole Stronger

Heavy bends continue to bring 50c and down according to general worth. 53c and down paid for 9-10 iron with moderate sales. Fairly good sales of 8-9 iron bends at 60c and down. Tannery run lights bring 66c and down with best clear leather bringing up to 70c in reported sales, a few cents more asked for some.

Offal Keeps Pace

Bringing 26-29c, bellies move readily and some ask another cent. Best light tannery run double rough shoulders find fair market at 50c and down. Carefully selected lights for waist belt and specialty use bring 54c and down. Heavy tannery run leather priced at 46c and down here, 44c and down there.

Quotations of 38-40c for single shoulders with heads on do not scare customers away, though demand for this leather still only moderate. Good heads wanted at 16-18c. Fore shanks bring up to 20c, hind shanks up to 23c.

Prices and Trends of Leather

KIND OF LEATHER	THIS WEEK	MONTH AGO	YEAR AGO	1952 HIGH
CALF (Men's HM)	73-1.06	73-1.06	85-1.05	85-1.10
CALF (Women's)	60-1.00	67-1.00	80-95	80-1.03
CALF SUEDE	75-1.15	75-1.15	85-1.05	85-1.10
KID (Black Glazed)	55-90	55-90	75-90	75-90
KID SUEDE	48-91	48-91	80-92	80-96
PATENT (Extreme)	55-60	55-60	54-58	56-60
SHEEP (Russet Linings)	17-28	17-28	17-28	18-32
KIPS (Combination)	52-56	52-56	50-55	56-60
EXTREMES (Combination)	48-52	46-50	47-50	54-56
WORK ELK (Corrected)	37-41	38-42	36-44	38-46
SOLE (Light Bends)	65-67	66-69	68-70	65-70
BELLIES	26-28	27-29	23-25	26-27
SHOULDERS (Dble. Rgh.)	50-53	51-53	50-53	50-55
SPLITS (Lt. Suede)	33-37	33-37	34-37	35-39
SPLITS (Finished Linings)	18-23	18-23	21-23	24-26
SPLITS (Gussets)	15-17	15-17	16-18	18-20
WELTING (½ x ⅛)	7½	7½	7½	8
LIGHT NATIVE COWS	16½-17	16½-17	18	17¼-18

All prices quoted are the range on best selection of standard tannages using quality rawstock.

Calf Marks Time

No big rush for calf leather yet apparent. Top selections of better tannages move easily but medium and lower grades await bulk of expected business. Some fair sales of 60c grades reported in women's weights but 70-80c grades await the big call.

Men's weights quoted at $1.06 and down for regular finish with about 4-5c more asked for aniline. Popular priced tannages bring considerably less.

Women's regular finish leather quoted at 95c and down to 63c. Small skins in aniline finish bring $1.01 and down.

Women's weight suede continues very slow. Heavy suede for lined and unlined shoes sells well.

Sheep Unchanged

With around 20c accounting for bulk of russet business, tanners quote 17 to 28c for regular grades. Up to 35c paid for carefully selected specialty russets. Colored vegetable linings rather slow at 29-26-24c. Chrome linings a little more active with some at 30-34c. Between 29 and 31c paid for hat sweat.

Sides Firm

Continued good call for aniline type combination leather. Kips quoted at 56c and down, extremes 52c and down, sides 48c and down. Full grain aniline kips in fair demand at 65c and down.

Chrome leather in fair demand at 52c and down for best kips. Best extremes bring 48c, large about 44c. Light weight chrome leather of so called volume tannages brings about 40c and down.

Splits Quiet

Split tanners somehow keep producing in face of very moderate demand. Only heavy suede for lined and unlined shoes reported an easy seller. Up to 45c paid for best heavy leather. Light suede deadly dull.

Suede linings get only fair call at 26c and down, with biggest demand for leather below 20c. Finished lining splits plentiful with quotations at 22c and down. Sole splits slow.

Work Glove Firmer

LM weight work glove splits of No. 1 grade are quoted at 16-17c, No. 2 grade at 15-16c, and No. 3 grade at 14-15c. M weight alone is quotable at 17-18c for No. 1s, 16-17c for No. 2s and 15-16c for No. 3s.

Garment Mixed

Business has slowed down again and efforts of some tanners to book additional business at 40c and down for horsehide garment leathers proved unsuccessful. Reports at mid-week that some concessions were made in one or two quarters down to 38c.

As for sheepskin garment leather, a slower demand also reported. Although up to 40c still quoted for certain good tannages of suede, some sellers found it hard to move over 38c. Grain finish last sold within a price range of 32c for low grade up to 38c for good quality.

Prices reported on cowhide garment leather around 34-36c with no particular change in situation.

HIDE EXPORTS OPENED

The U. S. Department of Commerce announced this week that exporters may ship cattle hides and skins to most countries without applying for individual export licenses. Licenses will be continued to be required for shipments to Hong Kong, Macao and Soviet bloc countries.

No exports are permitted to China or North Korea. Shipments to all other countries may be made under general license GRO without prior application to the Bureau of Foreign Commerce.

Bag, Case & Strap Slumps

Case leather remains around 40-41c for 2-2½ ounce and 42-43c for 3-3½ ounce. Grade A russet strap leather quoted at 51c for 4/5 ounce, 53c for 5/6 ounce, 55c for 6/7 ounce, 57c for 7/8 ounce, 59c for 8/9 ounce, 62c for 9/10 ounce and 65c for 10/11 ounce.

Grade B quoted at 2c less and Grade C 4c less. Glazed still brings 2c more and colors 3c above russet prices.

Kid Mixed

Philadelphia kid leather tanners report interest continues to center around glazed with black predominating and white still going along quite well.

Black suede quite slow and all other suede has died down. Linings still going along fairly well. Nothing new reported on slipper as yet. There are indications that crushed is in some demand although there is not sufficient demand for tanners who have not yet processed it to go into production.

Average Kid Leather Prices

Suede 32c-96c
Linings 25c-55c
Crushed 45c-75c
Glazed 25c-$1.00
Slipper 25c-60c
Satin Mats 69c-98c

Belting Fair Enough

Belting leather tanners of Philadelphia report activity fairly satisfactory for the most part.

Curriers report activity. Orders coming in not only for immediate delivery but in fairly good volume for future delivery and in some tanneries workers are putting in overtime.

Shoulders still much too slow for this time of the year—especially as far as waist belting is concerned.

No price change quoted by any tanners for either rough or curried belting.

AVERAGE CURRIED LEATHER PRICES

Curried Belting	Best Selec.	No. 2	No.3
Butt Bends	1.28-1.35	1.23-1.31	1.16-1.27
Centers 12"	1.53-1.64	1.43-1.55	1.41-1.45
Centers 24"-28"	1.51-1.58	1.41-1.52	1.39-1.53
Centers 30"	1.47-1.52	1.37-1.47	1.35-1.43
Wide Sides	1.22-1.25	1.18-1.21	1.12-1.14
Narrow Sides	1.14-1.17	1.11-1.13	1.05-1.07

Premiums to be added: Ex Light, plus 5c-10c; Light, plus 7c; Heavy, minus 5c-10c; Ex Heavy, minus 5c.

Tannery operations have eased off considerably in Fulton County. Poor glove business and collapse of the suede garment business account for most of the decline. Grain garment leather holding up well. Men's weights seem to sell well and demand good for high color ladies' weights.

Sudans active in the garment field at 46c down. Glove tannages bring up to 36c. Domestic grains finding a place in garments at 36c and 32c for high colors. Whites bring one to two cents more. Garment selections in Iranians bring from 32c to 38c for the high colors and 28 to 30c for the men's weights.

Tanning Materials Unchanged

Raw Tanning Materials

Divi Divi, Dom., 48% basis shp't, bag	$72.00
Wattle bark, ton "Fair Average"	$100.00
"Merchantable"	$ 96.50
Sumac, 28% leaf	$120.00
Ground	$110.00
Myrobalans, J. 1's Bombay	$44.00-45.00
Sorted	$48.50
Genuines	$50.00
Crushed 42-44%	$62.00
Valonia Cups, 30-32% guaranteed	$58.00
Valonia Beards, 40-42% guaranteed	$75.00-76.00
Mangrove Bark, 30% So. Am.	$57.00-58.00
Mangrove Bark, 38% E. African	$73.00

*Tanning Extracts**

Chestnut Extract, Liquid (basis 25% tannin), f.o.b. plant	
Tank cars	4.40
Barrels, c.l.	5.30
Barrels, l.c.l.	5.65
Chestnut Extract, Powdered (basis 60% tannin), f.o.b. plant	
Bags, c.l.	11.28
Bags, l.c.l.	12.00
Cutch, solid Borneo, 55% tannin	.08½
Hemlock Extract, 25% tannin, tk. cars f.o.b. works	.06⅝
bbls. c.l.	.06¾
Oak bark extract, 25% tannin, lb. bbls. 6½-6¾, tks.	.06½
Quebracho Extract:	
Solid, ord., basis 63% tannin, c.l.	.11 31/64
Solid clar., basis 64% tannin, c.l.	.12 3/16
Wattle extract, solid, c.l., East African 60% tannin	.10
Wattle extract, solid, c.l., South African 60% tannin	.10
Powdered super spruce, bags, c.l. .05¼; l.c.l.	.05½
Spruce extract, tks., f.o.b. wks.	.01¾
Myrobalan extract, solid, 55% tannin	.07¼
Myrobalan extract, powdered, 60% tannin	.10
Valonia extract, powdered, 63% tannin	.09¾
Quebracho Extract, Powdered, Swedish spray dried, 76-78% tannin	.16¾
Wattle Extract, Powdered, Swedish, 73% tannin	.15¾
Powdered Spruce, spray dried, Swedish	.04
Myrobalan, Swedish, Powdered 68-70%	.11½
Oakwood, Swedish, solid, 60-62%	.11½
Oakwood, Swedish, powdered, 64-66%	.12
Larchbark, Swedish, solid, 54-56%	.11½
Larchbark, powdered, Swedish spray-dried, 58-60%	.12½

Tanners' Oils

Cod Oil, Nfld., loose basis, gal.	.90-.95
Cod, sulphonated, pure 25% moisture	.13
Cod, sulphonated, 25% added mineral	.11½-.12
Cod, sulphonated, 50% added mineral	.10½-.11
Castor oil, No. 1 C.P. drs. l.c.l.	.24
Sulphonated castor oil, 75%	.22
Linseed oil, tks., f.o.b. Minn.	.16
drums	.17½
Neatsfoot, 20° C.T.	.28
Neatsfoot, 30° C.T.	.26
Neatsfoot, prime drums, c.l.	.19
l.c.l.	.20
Neatsfoot, sulphonated, 75%	.16½-17½
Olive, denatured, drs. gal.	2.20
Waterless Moellon	.14
Artificial Moellon, 25% moisture	.13
Chamois Moellon, 25% moisture	.11-.12
Common degras	.16-.18
Neutral degras	.30-.31
Sulphonated Tallow, 75%	.11-.12
Sulphonated Tallow, 50%	.08-.09
Sponging compound	.13-.14
Split Oil	.11-.12
Sulphonated sperm, 25% moisture	.14-.15
Petroleum Oils, 200 seconds visc., tks., f.o.b.	.16
Petroleum Oils, 150 seconds visc., tks., f.o.b.	.15
Petroleum Oils, 100 seconds Visc., tks., f.o.b.	.14

*Imported Extracts are plus duty.

HIDE PRICES HOLD FIRM AS BUYING REMAINS MODERATE

Market Shows Better Tone Throughout As Packers Maintain Position

Hides Mark Time

A definite pause in the big packer market before new business developed this week. "Breather" was attributed to several factors. Most members of the trade were away from their desks attending the Chicago conventions of the National Hide Assn. and the Tanners' Council the latter part of last week and a number of eastern as well as western tanners stayed this week to observe developments at the big National Shoe Fair.

Some summer quality light native cows were sold at 18c followed by later business at 17½c in resale operations. These hides, of course, of better quality than productions currently offered by the big packers. Current production light native cows reported available from big four killers on the steady basis of 17c.

Likewise, good quantities or resale branded cows offered at 14c for October and 14½c for September takeoff and reports at mid-week that some dealers were looking for business at 13½c. Small lots of resale branded steers said obtainable at going prices. On branded cows, some tanners dropped their bids for northern points to 13½c although still willing to pay 14c for lighter average southwesterns.

One big packer on Tuesday sold 1,900 ex. light native steers at 20c. This price had been established earlier by an outside independent packer. Late Tuesday, another big packer sold between 4,000 and 5,000 butt branded steers at 13½c. Some interest in heavy native steers and cows at steady prices.

Independents Firm

A large independent Iowa packer sold 1,000 ex. light native steers at 20c which established the market for this selection on a half-cent higher basis. Conditions regarding other selections produced by large independent packers somewhat similar to the big four packer market.

Appearance of resale lots of light cows, branded steers and branded cows offered by dealers and speculative interests early this week tended to retard new business in these hides. Reductions of bids by some tanners gave the market an easier undertone

HIDE FUTURES

	Close Oct. 29	Close Oct. 22	High For Week	Low For Week	Net Change
January	15.80T	16.52B	16.48	15.80	—72
April	15.35B	16.00B	16.00	15.45	—65
July	15.20B	15.80T	15.45	15.26	—60
October	15.05B	15.58B	15.05	15.05	—53
January	14.87B	15.38T	15.00	15.00	—51
April	14.64N	15.15N			—51

Total Sales: 172 lots.

HIDE AND SKIN QUOTATIONS

	Present	Week Ago	Month Ago	Year Ago
Heavy native steers	15½	15½	15½	16
Light native steers	17	17N	16	18½
Ex. light native steers	20	19½	18½	20
Heavy native cows	15 -15½	14½-15	15½	16½
Light native cows	17	17	17	18
Heavy Texas steers	13½	13 -13½	12¾	13½
Butt branded steers	13½	13 -13½	12¾	13½
Light Texas steers	14½	14N	14	15½
Ex. light Texas steers	16½	16N	16	17½-18
Colorado steers	12½	12 -12½	12	12½
Branded cows	14	14	13½-14	15 -15½
Native Bulls	10½	10½	11 -11½	8½-10
Branded Bulls	9½	9½	10 -10½	7½- 9
Packer calfskins	40 -50	40 -50	42½-55	42½-50
Packer kipskins	23 -29	23 -29	27 -33	26½-32½

NOTE: Price ceilings have now been completely ended by the government. All remaining goods and services have been removed from price controls. All regulations winding up controls require that applicable records be held until April 30, 1955.

and there were reports that smaller independent packers sold some branded cows equivalent to big packer productions on a half cent lower basis of 13½c.

Small Packers Cautious

Pause in big packer hide trading early this week tended to make buyers of small packer hides more cautious in early phases of their negotiations. Some business done but only a few cars moved at the top prices lately established.

Some 50-52 lb. avg. midwestern small packer allweights were sold at 15c selected fob. shipping points, brands included at a cent less. Sellers holding some 60-62 lb. avg. midwestern hides at 14c with brands at 12½c and declined bids at a half cent less. However, a few cars of western small packer hides, mostly brands, averaging 57-58 lbs. sold at 11c flat for 1's and 2's fob. shipping point. More of these hides subsequently offered at 12c remained unsold, however, as buyers were reluctant to reach that high.

Country Hides Steady

This market remained steady following recent active trading at advancing prices. Tanners showed some interest around 11½-12c for good locker-butcher hides free of renderers and averaging around 50 lbs.

Also some call for mixed lots of country allweights including renderers averaging 50-52 lbs. at 10½-11c but higher ideas named by sellers tended to restrict new trading.

A premium price of 13c realized on a car of choice locker and city butcher hides comparable in quality to some small packer productions. A car of glue hides sold this week at 9c fob. shipping point, understood 48-49 lb. avg. No. 3's involved. Country bulls in limited supply at 6½c fob. for carload lots.

Calf Slow, Kip Active

Market for calfskins comparatively quiet in the absence of any offerings from big packers. No new sales confirmed since Wisconsin allweights sold at 45c for heavies and 47½c for lights while St. Louis allweights brought 5c less.

Kip and overweights, however, active of late, spurred by export demand. Based on last trading, River points quoted at 28½c for kip and 26½c for overweights; St. Louis overweights at 27c and Kansas Citys at 27½c; southerns at 27c for kip and 23c for overweights. About 25,000 moved at these prices. In addition, 3,500 Nashville kip sold steadily at 33c.

Slunks quiet as packers sold into the kill in last trading at $1.75 for regulars. Large hairless have been bringing 85c.

In carload lots, small packer skins are held at 35-40c for calf and 16-18c for kip depending upon quality and sections of origin. Country skins in carlots quoted at 21-23c for calf and 14-15c for kip.

Horsehides Tighten

Offerings of good northern slaughterer horse hides not very plentiful for the demand; sellers show a tendency to tighten up following recent advances paid.

Untrimmed northern whole hides of good quality sold up to $10.25 fob. and more wanted on that basis but sellers ask more money. Trimmed hides have some call at about $1.00 less.

Cut stock, meanwhile, steady to somewhat firmer. Good northern fronts wanted around $6.00-6.25. Butts somewhat firmer at $3.25-3.50 for 22" and up.

Sheep Pelts Easier

An easier undertone in this market. Demand slackened for big packer

OVERSEAS VISITORS

Both the Tanners' Council and National Hide Association Conventions held last week in Chicago played host to prominent visitors representing foreign hide and skin and tanning interests.

Erik G. Weibull, head of Garvamnes A/B Weibull, of Landskrona, Sweden, large producer and exporter of tanning extracts, attended the tanners' convention and plans to visit American tanneries. The Weibull concern is represented in the U. S. by the Arthur C. Trask Co., Chicago, and the Olsen Sales Agency in New York.

Horace V. Marr, A.A.I.C., Managing Director of Industrial Extracts, Ltd., producer of tanning extracts in Perth, Western Australia, also attended the convention with Mrs. Marr. While in Chicago Mr. and Mrs. Marr were guests of Frank Crystal, of Tanexco, Inc., U. S. Agents.

From Tokyo, Japan, T. Kawamura of the Pacific Overseas Co., hide and skin importers. Mr. Kawamura flew from Japan to attend the tanners' and hide conventions, accompanied by A. H. Levitan, of San Francisco, who was the key speaker at the National Hide Association meeting.

H. Zalcman, Chemhouse Products (Alsia) Pty., Ltd., Victoria, Australia and Kenzo Tatsuno, Japan Leather Mfg. Co., Ltd., also attended the convention.

shearlings and clips. Packers finally accepted lower prices ranging down to $2.50 for fall clips and $2.00 for No. 1 shearlings. Some buyers now name ideas around $1.85 on the latter.

The No. 2's fully steady on sales at $1.60-1.65 as to packers and at $1.00 for No. 3's. Slow wool business and a tendency for slat values to decline tended to make wool pullers more cautious buyers of lamb pelts.

The market eased to $3.00-3.10 per cwt. liveweight basis for current productions of good westerns and some buyers subsequently reduced their ideas below the $3.00 mark for new business. Full wool dry pelts brought 27c fob. western shipping points.

Pickled skins easier, some sales at $16.00 per dozen made by big packers for good lambs. Buyers later named lower ideas of value.

Dry Sheepskins Struggle

Some business passing but volume restricted due to price differences of buyers and sellers. Although there were reports that some Brazil "regular" cabrettas sold at $11.50 fob., most shippers unwilling to accept this basis as they claim there is a very good demand from Europe at prices equal to $12.25 fob. Specials have been selling at $15.50 fob. for 105/110-kilos. Offers of lighter weights finding new buyers.

Some demand for Addis-ababa butcher skins but offerings consist of skins running to woolies. . Other varieties of hair skins slow and nominal.

Pulling skins firm at origin and asking prices above pullers' ideas here. At last Australian auctions, Melbourne reported 27,000 skins offered with wooled skins firm, bare to one inch, one penny dearer, new season lambs, one to two pence dearer.

Sydney, 38,000 skins offered, new season lambs par to one penny dearer, all other descriptions irregular without much change.

Pickled Skins Ease

Too early for the New Zealand market, not expected to open for another month. Buyers have indicated some low views due to recent slackening for suede leather although there have been some signs of revival.

Domestic market easier with reports that some lambs sold down to $14 although up to $15.50 still asked. Some sheep said to have sold at $16 per dozen. Some Iranian pickled sheep on spot, good lot, sold at $13.75 per dozen.

Reptiles Mixed

Mixed reports heard. Some selling quarters report a broadening in demand for whip snakes. Others, however, claim that recent buyers not quite as aggressive as they had been especially in view of the higher prices asked.

Reports of Madras bark tanned whips, 4 inches up, averaging 4½ inches, 70/30 selection, selling up to 48c seem high although sellers had been asking that figure. Some believe that this may have included some 4¾ average skins though combined lots were held at 50c.

Some cobras, 4 inches up, averaging 4½ inches, 70/30 selection, held at 20c. U.P. whips, 4 inches up, averaging 4½ inches, 60/40 selection, held at 45c and higher but last confirmed sales were at 43c and buyers now bidding 40c.

Lizards moving in a limited way. Reported that 20,000 wet salted Agra back cuts, 9 inches up, averaging 10 inches, 80/20 selection, no guarantee for full heads and tails, sold at 26c. However, most shippers have higher views.

Wet salted Bengal back cut lizards neglected as offers of 10 inches up, averaging 11 inches, 80/20 selection, at 63-64c and 11 inches up, averaging 12 inches at 74-75c, failed to draw counter bids.

Brazil market slow although some giboias sold for shipment at 42½c fob. per meter.

Deerskins Nominal

Japan has apparently satisfied need for Siam deerskins because offerings have started to come into the market with sellers asking 58c c&f. Some buyers have expressed ideas down to 50c c&f.

New Zealand market quiet and nominal as buyers and sellers are too far apart in their ideas. Brazil market steady as business possible around last trading basis of 60c, basis manufacturers, for Manaos and Para "jacks" and 55c fob., basis importers for Maranhao "jacks."

Pigskins Drag

Market slow and nominal. Maranhao grey peccaries including 10% blacks and 10% number twos sold for $1.32 c&f.

Offering of Para grey peccaries including 10% blacks at $1.30 fob. Late asking prices for Manaos peccaries too high for buyers here by 15-20c per skin. No interest in Chaco carpinchos.

• **Harry B. Johansen,** prominent shoe executive, has resigned as executive vice president of Johansen Bros. Shoe Co. in St. Louis to join I. Miller & Sons, Inc., Long Island, N. Y., as assistant to executive vice president, **M. M. Stollmack.** Johansen, the son of Harry G. Johansen, chairman of the St. Louis firm, has been with the former firm since 1932, serving in various executive capacities. He was also executive vice president of Valley Shoe Corp., a Johansen subsidiary. His exact duties at Miller have not yet been disclosed.

• **Frank Reilly,** superintendent of the North Milwaukee plant of J. Greenebaum Tanning Co., and **Guido Daub,** chemist, have joined Arthur C. Trask Co., Chicago tanning materials firm. Reilly will act in a sales and consultant capacity while Daub will serve as chief chemist at Trask.

• **George Finn** has resigned his position as purchasing agent of John Flautt Shoe Co., Lynn, Mass., to join the recently-formed Dori Shoe Co., Inc., also of Lynn, as office manager

and purchasing agent. Finn, who spent over five years with Flautt, was previously associated with Louis H. Salvage Shoe Co. in Manchester, N. H., and Florsheim Shoe Co. in Chicago.

• **Eugene Williams** has been named by B. D. Eisendrath Tanning Co. of Milwaukee as New York sales agent. He has been associated with the firm's Milwaukee offices for the past several years. The line was formerly handled in New York by Moe Shapiro.

• **Robert Archambault,** formerly foreman of the B. & C. Shoe Co., Manchester, N. H., has joined Grace Shoe Co. of Lowell, Mass., where he is in charge of the firm's Compo room.

• **Samuel I. Sapers,** veteran leather buyer for Hallowell Shoe Co. of Hallowell, Me., has opened his own business at 106 South St. in Boston. Sapers will act as manufacturers' representative for Gaynor Coated Products, Inc., and Melvin Henkin, Inc., shoe materials manufacturers.

• **Horace V. Marr,** managing director of Industrial Extracts, Ltd., Australian producer of tanning extracts, has just returned to his home country after a 20,000-mile flying trip. Marr flew from Australia to Chicago for the Tanners' Convention last week, thence to New York and London, from where he flew to Johannesburg, South Africa, via jet plane, and finally back to Australia. While in the U. S., he was a guest of Frank Crystal of Tanexco Co.

News Quicks

About people and happenings coast to coast

Illinois

• Illinois Wesleyan University has purchased **Krippendorf-Dittman Co.,** Bloomington, manufacturer of comfort shoes. Management and operations of the shoe company will remain unchanged.

• **S. Buchsbaum & Co.,** 1747 S. Michigan Ave., Chicago, is planning to close its New York and Los Angeles offices. Liabilities of the company are listed at $4,020,626.00 and assets at $4,742,905.00.

Kansas

• **Tandy Leather Company** has incorporated to engage in general mercantile and trading business. Offices are located in Wichita.

Maine

• Operations at **Portland Footwear Co.** will cease this week. The company has been purchased by **Selby Shoe Corp.,** Portsmouth, O.

• Referee has confirmed U. S. District Court plan of arrangement under Chapter XI for **Hallowell Shoe Co.,** 11 Second St., Hallowell, and has returned management of the business to its owners.

Massachusetts

• There is an air of optimism prevailing in **Lowell** shoe plants. Production has been good and the industry is becoming more diversified in that section with the organization of new factories such as **Middlesex Shoe Company,** manufacturer of boys' shoes.

• A **new shoe manufacturing concern** is planning to locate in **Milford** in the former Derman Shoe Company plant. Six members of Shoe Workers Association are negotiating a wage scale with representatives of the company. The new factory plans to employ 400 workers and produce from 100 to 120 dozen pairs daily.

• **Hickey & Weldon,** 145 South St., Boston, plans to move to 62 South Street before December 1. The company specializes in prints and is agent for Collis Leather Co., American Kid Co., H. Levitan & Son and Paul K. Frankford.

• **Lesande Shoe Co.,** Wingate St., Haverhill, maker of cement process women's novelty shoes, will move to the Chesley & Rugg Building, Washington Street. Daily output of 2,000 pairs of shoes is expected to be increased at the new location.

• **Worcester Shoe Co.,** 69 Hammond St., Worcester, has developed and patented a new insulated outdoors boot. A long and steady run is planned for this line.

• An increase in production is expected at **R. J. Potvin Shoe Co.** which has acquired more space at its factory, 22 Station Ave., Brockton.

• **N. H. Matz Leather Co.,** Boston, has purchased a building on Foster St., Peabody, which the company will utilize as a tannery for manufacture of quality split leathers. The building will allow ample room for the company's expansion.

• **Town & Travel Shoe Manufacturing Co.** has been organized in Som-

erville for the production of women's sliplasted, outside heel styles. Officers of the new firm include Nathan Levy, president and Albert Shane, secretary-treasurer.

• According to John Rimer, president of **Winston Shoe Co.,** Salem, average hourly earnings of shoe workers in Massachusetts compare favorably with pay rates throughout the nation. New York and California are the only two states to exceed the $1.42 an hour paid in Massachusetts. These figures are supported by the U. S. Bureau of Labor Statistics.

• **American Polymer Corp.,** Peabody, has reached an agreement with **Scott Bader & Co., Ltd.,** Northants, England, which licenses the latter to Polymerize emulsions and solutions based on acrylic, vinyl, styrene, acrylonitrile and vinyl chloride monomers.

• Directors of **A. S. Beck Shoe Corp.,** New York, declared a regular dividend of 32½ cents a share on the common stock, payable Nov. 2, 1953 to shareholders of record Oct. 27th. They also declared a regular quarterly dividend of $1.18-¾ per share on the preferred stock, payable Dec. 1 to stockholders of record Nov. 16th.

Michigan

• The annual sale of common stock to employes and stockholders has been postponed by **Dow Chemical Co.,** Midland. Directors have voted a stock dividend of one share of common for each 40 shares held on Oct. 20, payable Nov. 20.

Mississippi

• The **Sardis Luggage Company** has begun operations in its new $750,-000 BAWI plant at Sardis.

• **General Shoe Corporation's branch Foot Caress plant** has begun operations at Ripley. More than 2500 persons were on hand for the gala event—the opening of the state's first shoe plant. The company employs some 210 persons with a weekly payroll of $6,500.

Missouri

• **Kaplan Products & Textiles, Inc.,** New York, has appointed Allen Leather Co. as its sole representative in St. Louis. The latter will handle Kaplan's line of shoe fabrics.

New Hampshire

• Employes of **Claremont Shoe Corp.,** Claremont, will vote shortly whether they wish to be represented by United Steel Workers of America, CIO, for collective bargaining purposes.

• A report by the State Division of Employment Security discloses that **unemployment** has hit its highest peak since 1949 in **New Hampshire,** with layoffs in shoe manufacturing and textiles blamed principally for the situation. There were 10,395 unemployed for the week ending Oct. 3, compared with a low of 6,148 in the week ending Aug. 8.

• Local 226, United Shoeworkers of America, CIO, has approved a new contract for workers of **Sam Smith Shoe Corp.,** Newmarket. The contract includes wage increases and additional insurance coverage to be paid by the management.

• **John L. Shevenell** of Shevenell, Prosper & Son, Inc., Dover, N. H., manufacturer of shoe counters and shanks, has been elected to serve three years on the board of directors of the New Hampshire Manufacturers Association.

• The recently organized firm of **Riley & Morin Shoe Patterns, Inc.,** located on Elm St. in Manchester, N. H., is under the direction of Eugene Morin, president, and John Riley, treasurer. Morin was formerly associated with Goldcrest Shoe Co. and Evangeline Shoe Co. Riley was previously associated with Commonwealth Shoe and Leather Co. and Career Girl Shoe Co.

• Weekly registrations for unemployment compensation will be held in **Derry** as long as 300 or more persons are filing. This will benefit jobless **shoeworkers** in that community.

New Jersey

• **Calco Chemical Division of American Cyanamid Company,** Bound Brook, has been given the "Award of Merit" for public relations communications by the New Jersey Manufacturers Association. The company's contribution to the cultural life of the Somerset area, New Jersey, has been an outstanding example of the influence of industry on the general welfare of the State according to Michael J. Hickey, secretary of New Jersey Manufacturers Association.

• Frederick C. Vonhof has been appointed Trustee for **Exclusive Footwear Corp.,** 1-9 St. Francis St., Newark, under a $10,000 bond.

• Spring completion of a new building is planned by **Seton Leather Co.,** Newark. The one-story brick building will contain 15,000 square feet of working space.

New York

• Alfred Seelen has been appointed receiver under $1,000 bond for **Franklin Handbags, Inc.,** 800 6th Ave., New York City.

• A discharge from bankruptcy has been granted to **Newcraft Leather Products Co.,** 57 W. 16th St., New York City.

• A hearing has been schedued for November 9th on modified Chapter XI plan to be presented by **Eastern Footwear Corp.,** Dolgeville, and its affiliates **Cal's by Calderazzo** and **Newport Footwear Corp.**

• Children's shoe departments selling Robin Hood line are being added to three New York area **Regal Shoe Stores.** Store addresses are: 3729 Main St., Flushing, L. I., 219 Main St., Hackensack, N. J., and 1395 St. Nicholas Ave., N. Y. C.

• Some 55 salesmen of the Endicott division, Binghamton, were briefed in an intensive four-day sales conference on 1954 spring shoe styles by six merchandising executives of **Endicott-Johnson Corporation's** home plant.

• At a dinner honoring 15 retiring employes, Charles F. Johnson, Jr., president of **Endicott-Johnson Corp.,** Binghamton, praised the loyalty of the company's workers. More than 1,200 workers and guests attended the testimonial dinner held in the Johnson City E-J Recreation Center.

Ohio

• J. D. Lippmann, president of **Textileather Corp.,** Toledo, who is currently touring England and Europe, has informed company officials that arrangements have been made with several overseas plastic cloth and sheeting manufacturers for mutual exchange of technical information which includes processing and styling of materials. In addition, agreements have been made with several machinery manufacturers for the purpose of keeping abreast of new developments

which would affect the plastic coated fabrics industry.

• At a meeting of the board of directors **Ohio Leather Co.,** Youngstown, declared a dividend of 25 cents a share payable Oct. 31 to stock of record Oct. 21.

Pennsylvania

• Creditors of **Newtown Shoe Co., Inc.,** Wilkes-Barre, met in the Hotel McAlpin, N. Y. C., and appointed a committee which recommended a 100 percent settlement. Payments will be made 40 percent in cash and 60 percent secured notes over 18 months.

• **The Geuting Company, Inc.,** 1312-14 Chestnut St., Philadelphia, plans to open its fifth suburban store on King's Highway in Haddonfield, N. J., in March, 1954.

Tennessee

• **Hubbard Shoe division, Weyenberg Shoe Co.,** Milwaukee, has sold its lasts, dies, patterns and production equipment for infants', children's and misses' Goodyear welts and cements to Culver Manufacturing Co., Inc., Erin. The Culver Co. has also acquired the rights to produce the patented Bumpers construction of first step shoes.

Wisconsin

• **Weyenberg Shoe Manufacturing Co.,** Milwaukee, plans to switch its production of children's welt and cement shoes in its Hartford plant to men's welt shoes.

• **Herbst Shoe Manufacturing Co.,** Milwaukee, now located at 2775 N. 32nd St., has sold its former manufacturing plant at 2367 N. 29th St. to Kolmar Laboratories, maker of basic supplies of cosmetics.

Canadian Notes

• **Ottawa Shoe Manufacturing Co., Ltd.,** has been incorporated by federal letters patent issued in Ottawa, Ont., with the head office to be in Ottawa. Incorporators are A. W. Beaument, R. M. Miller and A. M. Love, all of Ottawa.

• **Sales of shoes** in retail channels across the nation increased 3.1% in dollar volume during the first eight months of 1953 compared with same period of 1952, showing gains in all provinces, the Canadian Government reports. Such gains included 8.9% in Alberta, 3.8% Atlantic Provinces, 2.9% each in Ontario and British Columbia, 2.3% Quebec and 1.1% Manitoba.

Shoe sales dropped 6.3% in Aug. against July and fell 3.4% compared with August a year ago. Total sales of shoes in first eight months of 1953 reached $73,665,000, including $31,029,000 for Ontario, $22,614,000 Quebec, $6,976,000 British Columbia, $5,249,000 Atlantic Provinces, $3,562,000 Alberta, and $2,294,000 Manitoba.

Of the estimated $8,715,000 sales of shoes across Canada in August, $5,698,000 was obtained by the shoe dealers and $3,017,000 by the shoe chains. Evidently, the retail shoe business in Canada is showing a strong trend towards moving into the chain field.

Never before a combination like this in a platform shoe!

Here's a construction idea that can help you cut platform weight up to 50%—and also get exceptional flexibility, all at a surprisingly low in-the-shoe cost.

The basic idea is built around two Armstrong materials *used in combination:* the new, green Flexicork® *plus* Cushion Cork®. Here's what they can do.

Armstrong's Flexicork is truly light. It's the lightest cork platform ever made that has the strength needed for good all-around workabilty. In fact, you don't have to laminate Flexicork. You use it to get lightness and resilience with amazing flexibility.

The second member of this comfort duo is Armstrong's Cushion Cork. Use it in an insole strip to add the extra measure of resilience and flexibility that sells a shoe—and keeps it sold.

We've had demonstration shoes made up to show you what you get when you put these two Armstrong materials together. See them in our booth at the National Shoe Fair. Ask for samples of these two materials or write direct to Armstrong Cork Company, Shoe Products Department, 6210 Drury Avenue, Lancaster, Pennsylvania.

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Gebhardt, Arthur E., Gebhardt-Vogel Tng. Co., Milwaukee
Gerrish, N. L., A. C. Lawrence Lea. Co., St. Louis
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Giohas, Chris, Gutmann & Co., Chicago
Goelden, Fred J., A. F. Gallun & Sons Corp., Milwaukee
Goldsmith, B., Goldsmith Lea. Co., Inc., Newark, N. J.
Good, Carl F., Good Bros. Lea. Co., Newark, N. J.
Grubstein, Chas., American Lea. Mfg. Co., Newark, N. J.
Grundy, Wm., Leas & McVitty, Inc., Philadelphia
Gunnison, S. Boyd, Gunnison Bros., Inc., Girard, Pa.
Gutmann, W. C., Gutmann & Co., Chicago

Hansen, Gilbert, Wm. Greiner Co., Chicago
Hartwig, W. A., Irving Tng. Co., Boston
Hasse, Leo, Oshkosh Tng. Co., Oshkosh, Wisc.
Hebb, Geo. S., Jr., Hebb Lea. Co., Inc., Boston
Heffernan, John J., L. H. Hamel Lea. Co., Haverhill, Mass.
Hegeler, H. H., Surpass Lea. Co., Philadelphia
Hegner, Geo. A., Howes Lea. Co., Boston
Hempel, J. C., Jr., Eagle-Ottawa Lea. Co., Grand Haven, Mich
Hermann, Fred A., Hermann Oak Lea. Co., St. Louis
Heselton, C. L., Armour Lea. Co., Chicago
Hinson, W. J., Ashtabula Hide & Lea. Co., Ashtabula, Ohio
Hirst, F. H., Armour Lea. Co., Chicago
Hopkins, A. F., Hess & Hopkins, Rockford, Ill.
Horween, Arnold, Horween Lea. Co., Chicago
Howes, H. S., Jr., Howes Lea. Co., Boston
Hubschman, Milton, E. Hubschman & Sons, Philadelphia
Huch, Louis C., The Huch Lea. Co., Chicago
Hunneman, W. C., Jr., Wm. Amer Co., Philadelphia
Huvos, Emery I., Irving Tng. Co.. Boston

Jackson, Lewis B., Tanners Hide Bureau, N.Y.C.
Jenson, C. H., Midwest Tng. Co., So. Milwaukee
Jenson, R. L., Fred Rueping Lea. Co., Fond du Lac, Wisc.
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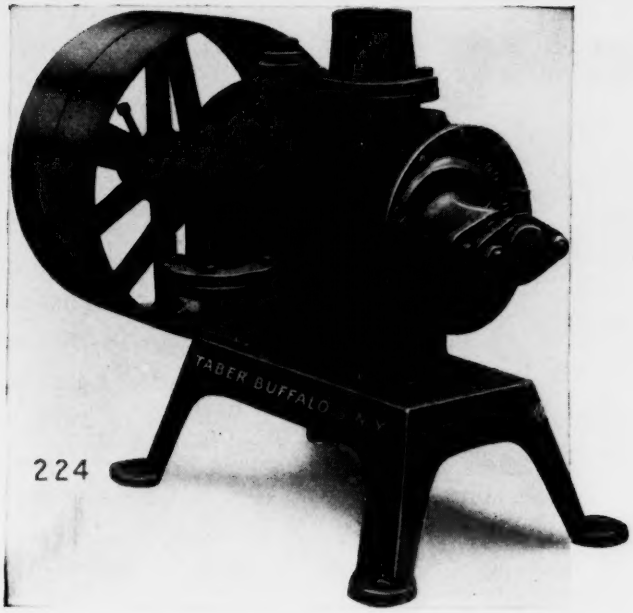


Fig. 224. *Capacity 150 gpm at 150 rpm for 3 or 4 inch hose lug or copper pipe connection. The pedestal bearing is made separate from the cast iron base but securely fastened thereto. Furnished in belt or motor drive.*

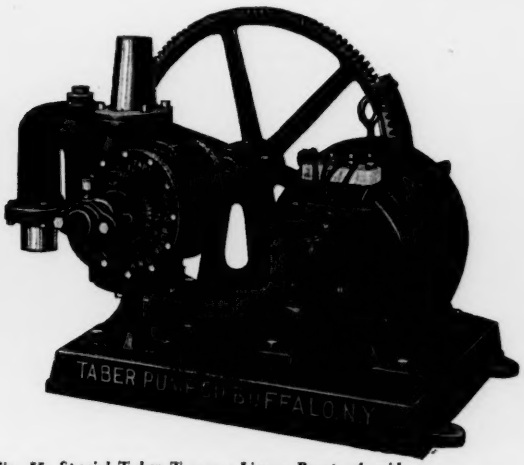
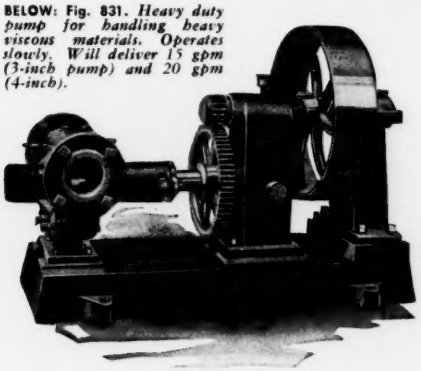


Fig. 55. *Special Taber Tannery Liquor Pump of acid-resisting bronze. The absence of extra cams or springs in the working elements of this pump is a definite advantage to the tannery.*

BELOW: Fig. 831. *Heavy duty pump for handling heavy viscous materials. Operates slowly. Will deliver 15 gpm (3-inch pump) and 20 gpm (4-inch).*



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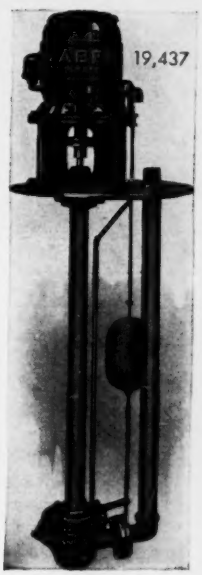
BELOW: Fig. 19,437. *Taber automatic sump pump used both for drainage purposes and handling tannery liquors.*



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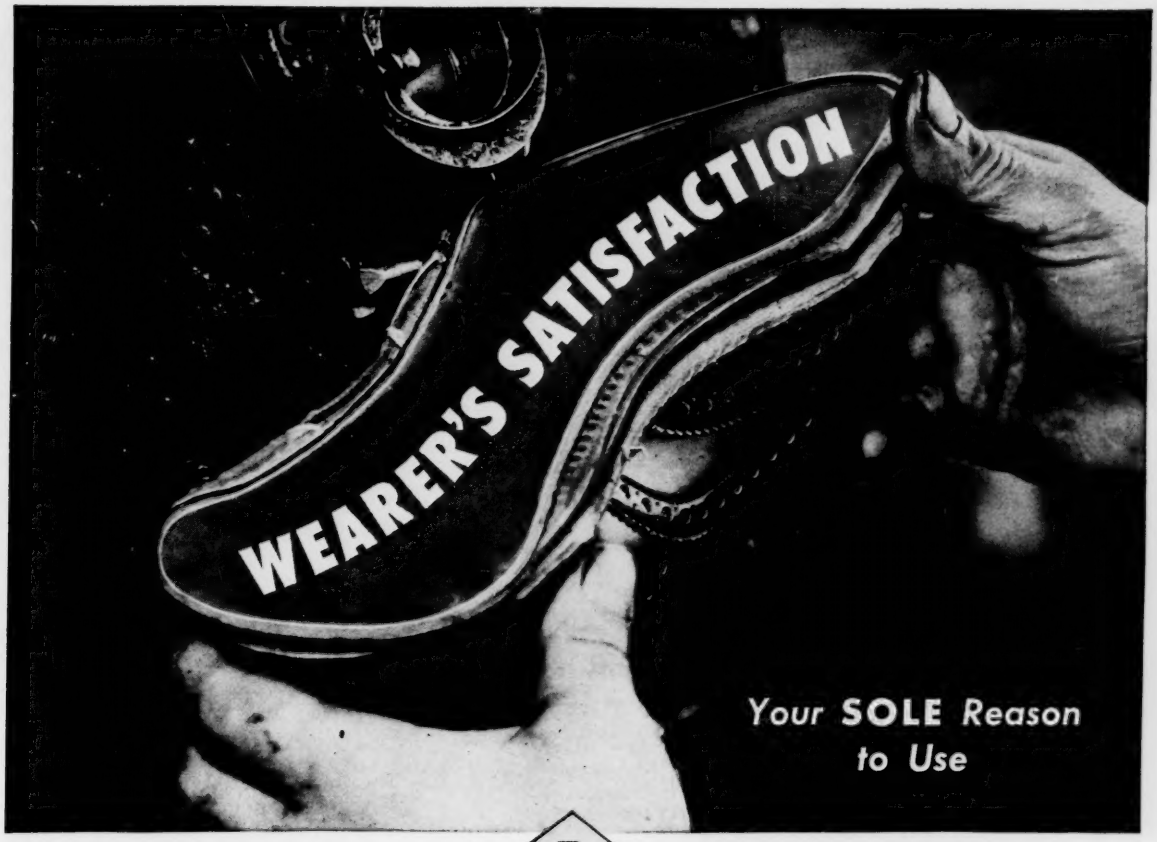

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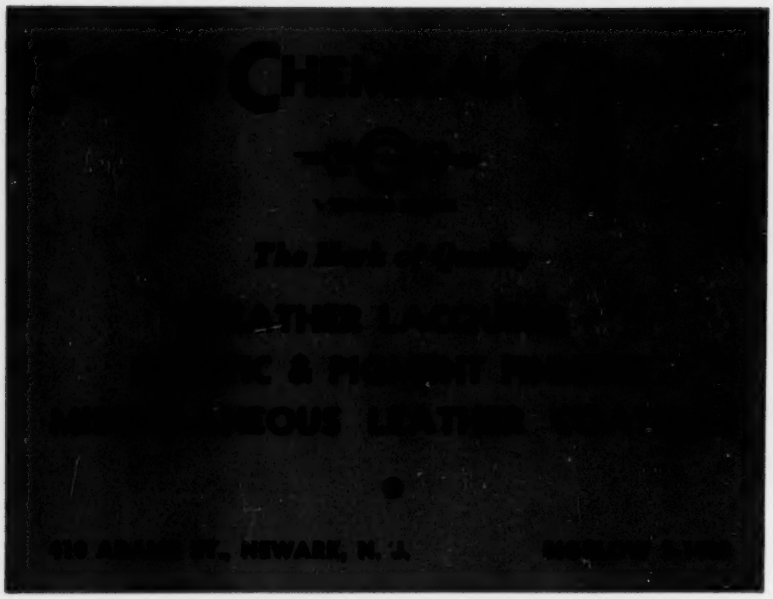

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Simmons, Howard, American Dyewood Co., Chicago
Smith, Frank E., International Prods. Corp., N. Y. C.
Spain, Richard F., Nopco Chem. Co., Chicago
Star, Jules, Jules Star & Co., Inc., N. Y. C.
Stecker, Ray J., Ray J. Stecker & Co., Inc., Salem, Mass.
Stehling, C., Chas. H. Stehling Co., Milwaukee
Steinberg Herman J., Steinberg Bros., N. Y. C.
Strasser, Lester A., Kaufmann Trading Corp., N. Y. C.
Stumpf, J. Herbert, Chemtan Co., Milwaukee
Swanson, P. B., Rohm & Haas Co., Chicago

Teas, J. H., Teas Extract Co., Nashville
Tefft, W. F., American Cyanamid Co., Chicago
Tissier, Jacques, Sylvain Weil, Paris, France
Trask, Arthur C., Arthur C. Trask Co., Chicago
Trask, Eugene A., Arthur C. Trask Co., Chicago
Trask, R. Hugh, Arthur C. Trask Co., Chicago
Turley, H. G., Rohm & Haas Co., Philadelphia

Vook, Fred L., General Dyestuff Corp., Chicago

Wachholtz, Walter A., Arthur C. Trask Co., Chicago
Webster, Geo. A., A. L. Webster & Co., Chicago
Weeks, Carl, Benj. Wishner Co., Milwaukee
Weibull, Erik G., Garvamnes A/B Weibull, Landskrona, Sweden
Weiller, Jack, Jack Weiller & Co., Chicago

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PRESIDENT'S REPORT

(Continued from Page 8)

tomers should take heart at this prospect.

When you examine the long-range value and the utility of the association's work, you have to think not of spectacular achievements but rather of solid and continuing activities, which most members come to accept and rely upon as part of their business.

Consider, for example, the activity and the service performed by the Council on the color coordinating program. Like any other job, it is subject to criticism, it has its shortcomings, it doesn't meet everyone's needs. A couple of years ago, the Council took the program out of a routine pattern and made a drastic move. With the approval of manufacturers and retailers, the color work was dissociated from the general color card organization. All the planning and the details were assumed by the Council.

We now have our own color bureau, we do our own research in color trends. We operate on the premise that leather is the fashion leader and should set the pace for other industries. I am sure that you are not concerned with the details of how standard colors are selected and then how the tanners are cajoled and persuaded to rush sample skins so that the Council can prepare thousands of swatchbooks that go to our industry, to our customers, to the fashion magazines, and to style houses in other industries. All that represents a new phase in the program, developed in the last two years, and handled efficiently and promptly.

What should concern you is the economic value of the job. We are getting progressive standardization of major colors and I don't have to tell you how very difficult that is for our industry when every hide and skin tends to be individualistic.

We have the growing confidence and satisfaction of our customers and the retailers in the integrity of the program and its usefulness to them. For some members engaged in promotional work, the color program may be secondary, but to the great bulk of tanners of leather for shoe uppers and accessories, the color standards and swatchbooks are working tools which have become more useful than ever in the last two years.

I have also seen a development in our relations with consuming industries, with our customers, which I regard as extremely important. A couple of years ago, we created the Trade Relations Committee, which

sat down with opposite members from the shoe business. There were points of difference, areas of dissatisfaction, as well as a mutual desire to cement more cordial relations. Relations have improved tremendously. Committees representing the shoe and leather industries have worked together harmoniously in several fields, such as military specifications, promotions, and the color program.

The same forwards steps have been taken with other consuming industries who have found in the past two years that the Council is responsive and willing to meet them at least half way. As a result it has been possible to launch joint ventures with groups representing garment manufacturers, glove producers, industrial machinery manufacturers, and luggage and leather goods firms. The good will which has been created is an asset which can be expected to bring a further dividend in our relations with our customers.

Wholesome Activity

One activity of our Council makes itself felt in a wholesome and, fortunately, negative way. I am referring to the extension of service in the field of credit information and credit discussion. The credit men of this industry meet regularly now in a number of cities and discuss matters of universal interest to credit men. The channels of information which have been set up thereby are perhaps one of the most valuable means of minimizing credit risks. And, in a positive sense, this also makes it possible for suppliers to give effective assistance and encouragement to their accounts.

The Tanners' Council Associates plan now has adherence in a number of other supplying industries. Through this plan, the dangers and costs of financial embarrassments among debtors have been greatly minimized.

The statistical services of the Council have achieved a high level of effectiveness in the past two years. More and more the Council has been emphasizing the importance of getting to you current and timely information, rather than the dusty record of what happened months ago. Information that is fresh, that tells us what is happening now, may well have been a factor in promoting the kind of stability which has been evidenced recently. In this industry it certainly can be said that there is scant excuse for not being able to get one's bearings with reasonable accuracy. The detail and the reasoning given to members at the regional economic conferences are followed through by weekly and monthly figures to provide a consistent and logical picture of developments.

I have taken an active interest in the question of industry or group research. Since last year, when we first began to discuss this subject, an interesting and important series of changes have occurred. Many tanners have given more thought to the question and have come to serious and helpful conclusion. Second, you have had a laboratory committee functioning on your behalf, headed by David B. Eisendrath and Julian B. Hatton, Jr., which has undertaken to develop a program for industry research.

I do not believe that we have ever before come to grips with the problem as carefully and as systematically as this Committee has tried to do. Everyone agrees that research is fine, but they are not prepared to answer where and when and on what. The Committee is trying to spell out the details of a program that will be worth consideration and real action by the industry. You will hear more about that job in the future.

— END —

DREW SPEECH

(Continued from Page 10)

of 1953. It can happen, of course, that the incidence of demand as between different types of leather may change, i.e., cattlehide leather vs. calf, vs. kid, etc. It is not my intention to go into that phase of the problem here as I am concerned now with painting the overall picture only in broad strokes. One detail that should be mentioned, however, is that of substitutes for leather in shoes.

Anyone who has followed the monthly data on shoe production can not help but be impressed with the apparent stability that has been witnessed in the proportion of shoes produced with leather soles—the figure has hovered mainly between 40 and 42 percent over an extended period of 27 months. No one should take this as a victory or assume that the fighting is all over. Sole leather tanners are still going to have to struggle. But it is my belief that no significant change will take place in this picture in 1954.

If shoe leather demand is going to be as good in 1954 as in 1953, what about the other markets for leather? These are important even though they use up only about 17 percent of the U. S. leather production. In practically all cases 1953 demand has been good, has been greater than in 1952. Garments, luggage, upholstery, industrial belting, etc., have all contributed toward the high level of leather use this year.

It is my opinion that Leather Industries of America has done much to help build a foundation under this demand. It has been assisted to no small extent by the availability of supply to meet this demand at price levels that permitted wide distribution. If the supply and price conditions that made L.I.A.'s efforts successful continue there is no reason for expecting that the 1953 demand was a one-shot affair. I expect to see continued good demand in 1954 for practically all leather goods and leather products.

In brief, then, the demand outlook is for an overall leather demand comparable in total to that witnessed in 1953. What are the supply possibilities for meeting such a demand?

The outlook for cattle and calf slaughter in 1954 is for a total of 37.5 million head as compared with 35.5 million for 1953, an increase of two million. My own supply estimates differ slightly from these since I am looking at hide and skin supplies and he is looking at beef and veal production. For this year 1953, I think a total of 36.2 million hides, kips, and calfskins will be produced. Of this total about 24.3 million will be kips and calfskins.

For 1954, I am quite prepared to go along with a two million increase in the total. Tentatively I am dividing this total into about 25.4 million cattle and 12.8 million calf (and kip). When it comes to domestic sheep and lamb skin supplies, there are all sorts of questions involved—as you have heard. It does not seem possible that the kill in 1954 can maintain the 1953 pace. I follow the estimate of a decline of about one million head. In all fairness to those with short memories let me admit that I said the same last year—and was wrong.

The loss in domestic supplies on sheepskins is, of course, far outbalanced by the estimated gains in hide and calfskin supplies. It takes about one million sheep and lambskins to supply the same footage as only about 160,000 cattle hides. Anl, by the same token, it takes almost 10 million kidskins to replace one million cattlehides.

On net balance, therefore, the estimates for 1954 are for increased domestic supplies equivalent to more than a million cattlehides!

What about foreign supplies and imports? Let us be realistic about this. The U. S. imports hides and skins only to the extent we need them or think we need them. I know of no conditions now existing outside the U. S. that would prevent this country from importing just as many hides and skins in 1954 as were imported in 1953—if they are wanted.

Here is a summary:

(a) The U. S. has had a healthy demand for leather in 1953.

(b) Supplies have been adequate to meet this demand.

(c) Demand in 1954 is expected to be about equal to that of 1953.

(d) Domestic supplies are expected to be somewhat larger than in 1953 and there would seem to be no reason why the import volume, in total, cannot match the relatively small 1953 receipts of foreign supplies.

(e) Therefore: there is every reason to suppose that 1954 supply will be equal to meeting a 1954 demand at least equal to that of 1953.

— END —

GLASS SPEECH

(Concluded from Page 11)

general economic vista before this country and before this industry. It exists by reason of the changes that have been taking place in the industry and of which many of us are still not consciously aware. May I remind you that measured by the opinions of others, by other industries, we are not considered a mature or slow-moving industry. It might be surprising for you to learn that in many other industries we have achieved the reputation within the past two years of being young, confident, fast-moving and aggressive. Leather is a word to be reckoned with today in consumers goods industries.

Earlier this year the Council made a survey among tanners and obtained a good deal of information on fiancial ratios for 1952. We compiled the figures with some misgivings and then had to eat our words, partially at any rate. That survey, covering a very substantial proportion of the industry, demonstrated a fact which you cannot ignore: It can be done, it has been done. Conditions were not ideal in 1952. Every tanner faced very considerable problems during the first part of the year when you experienced the tail end of the 1951 readjustment. Nevertheless, using any of the standards which might have been applied fifteen or twenty years ago, 1952 reflected creditable progress. The average was not good enough, but within the embrace of that average there was a fairly high percentage of companies with margins for which there would be no excuses needed on the National City Bank's annual compilation.

It is the area of merchandising and selling which has become a compelling issue and which in one way or another must be reflected in the Council's basic activities. Drastic changes are taking place in the sales thinking, in the merchandising ideas of this industry. I find clear-cut evidence that tanners are beginning to merchandise, that in various quarters the truisms of the past have been profitably discarded. There is evidence that an inferiority complex in selling, which has always been reflected by obsession with price, is beginning to disappear. I find that more and more attention is being given to other factors in selling, factors which outweigh in importance both to the customer and to yourselves the minor consequences of price haggling. I suggest to you that the change in sales technique which must come about is not easy or simple, but that the dividends will be exceedingly worth while.

WARN SPEECH

(Concluded from Page 16)

and will continue to be helpful. I should like to see it carried further, if possible, through our common efforts. Perhaps the Tanners' Council could undertake to find out what consumers think about shoe colors, what they are likely to want, and thereby help provide retailers with information which would not only be useful in planning our buying but also in the daily business of selling shoes.

Shoe retailers are also aware of the promotional efforts you are making and the spotlight these efforts turn on footwear. The cooperation within the industry, as evidenced by the National Shoe Fair next week, is a long step in the right direction. Anything you do to stimulate public interest in shoes is directly helpful to retailers, even though your prime concern is the sale of leather. When the representatives of your industry point out that your promotional and advertising activities are directed as much toward helping sell shoes as to featuring and highlighting leather, I recognize that fact as a genuine contribution to the welfare of the shoe business.

One part of our common market has barely been scratched. For years industry spokesmen have bemoaned the low rate of consumption in men's footwear, and have appealed for something to be done. I believe that something can be done to the genuine and mutual profit of the tanners, the manufacturers and the retailers. We have made little or no headway in the past because there has never been sufficient and industry-wide coordination. It is high time that all of us put our heads together on the problem, come up with a few answers and put those answers into action across the country. We have the elements in the shoe business of a worth-while and productive kind of promotion, "The New in Shoes." That program can do more to stimulate men's shoe business than anything we have ever tried before as an industry because we have tried virtually nothing. It is a program to which you have already given help, and if we continue and expand the job I am convinced the market can be expanded.

Shoe retailers, like all other business men, are buyers as well as sellers. One of our handicaps as buyers in the past has been the effervescence which seems to get into hide and skin markets from time to time and then communicate itself to shoes. To the average retailer the resulting instability has been a pretty tough thing to live with. It is hard for the average retailer with limited resources to plan his buying efficiently and equally difficult for him to build the kind of confidence and good will among his customers upon which sales ultimately depend.

I take the liberty of suggesting to you that a reasonable kind of stability in your markets could be an asset to the shoe retailers as well as to yourselves. I am sure that minds much more familiar with the economic facts of your industry have wrestled with that problem of instability.

The shoe retailers of this country are awake to the problems of selling shoes in this fast-moving world of ours. They are alert to the need for ideas and are glad to receive ideas which can help sell shoes. I hope we can go far in building closer ties, in opening up means of communication which you can use to help us and our selling force with information on leather which can help sell shoes. I hope that when you achieve new products, new textures, new colors, you can and will utilize our organization so that the information can be put to work where it is needed —in the retail shoe store.

SCHNITZER SPEECH

(Continued from Page 17)

However, in 1947 the per capita consumption of men's shoes amounted to 1.92 pairs and only 1.73 pairs in 1952. Similarly, in boys' and youths' types, the per capita in 1947 was 1.57 pairs compared with but 1.28 pairs in 1952. On the other hand, per capita consumption of women's shoes in the same period increased from 3.70 pairs to 3.92 pairs and of misses' and children's shoes from 4.55 to 4.64 pairs.

Continued activity of the trade should readily result in an over-all increase in the per capita consumption of shoes to 3.3 pairs annually. It would take extra pair sales to only a very small proportion of the total population to reach this goal. Even bringing the per capita of groups such as men's and boys' up to levels which prevailed prior to 1947 would accomplish the result. If this could be attained, it would mean an annual sales in 1954 of almost 535 million pairs, based on a population total of 162 millions for that year.

A World Record

While the total suggested above may not be reached during the coming year, there is very good reason to believe that shoe production in 1954 will be in excess of 500 million pairs. If this total is attained, it will be the first time in the history of our shoe industry that annual output for three consecutive years has totaled more than 500 million pairs annually. This will be a record attained in no other country in the world; in fact during 1952 with less than 8 percent of the world's population, the United States accounted for about 40 percent of the entire world shoe output.

As a result of the vacation periods and shortened work-week granted by virtually all domestic industries, there has been a marked increase in travel during recent years. More than 66 million people are now taking vacations annually and 22 million private cars are also used for this purpose. This would be a very fertile field for extra pair sales which the shoe trade should attempt to reach. Casual shoes which were especially comfortable when driving or riding in a car could certainly interest many consumers and this growing volume of potential customers is already sufficiently large to interest the footwear industry.

Leather could readily be tied in with such campaigns in somewhat the same manner as is now being

done in "The New In Shoes" program. This appears to be a new field which has not yet been exploited, and which lends itself very readily as an outlet for larger quantities of leather. For definite ideas on the subject you need only to go to a few of the 45,000 motels now spread from one end of the country to the other and make the necessary observations. The types of shoes wanted by people who tour the country in their own cars, spending the nights at motels, differ considerably from those of consumers who go to resorts by plane or train.

Vacations indicate an improved potential for the sale of luggage. With more people traveling, and at the rate of three to each passenger car, the industry could encourage each person to have his own bag or case. Observing many travelers arriving at motels, it is surprising to note that the average luggage is only two pieces for every three people. This does not include the articles carried in paper bags and cartons which clearly indicates a market for additional luggage.

Promotional Tie-In

Industry and trade could use this changing phase of American life for the promotion of other types of leather products besides those already noted. This would include specific types of women's handbags especially adaptable for use on trips as well as a special small type of bag for men in which could be carried the overnight necessities — pajamas, razor, tooth brush, comb, etc. Use of such products would be very advantageous when stopping overnight on tours as it would eliminate the necessity of unpacking luggage from the car trunks and merely taking into the lodgings the absolute necessities.

California styling has done a great deal to popularize leather clothing for sports and casual wear. While this apparel is at present more popular with women and teen-agers, men are also beginning to show considerable interest. Only the surface has yet been scratched in this line, but consistent promotion should bring about more favorable results.

Personal leather goods also have very favorable potentials for an upswing in the immediate future. Greater use of wallets in their handbags by women is one indication of the trend in such products. Another is the more extensive use of the leather "pocket secretaries" that more men are now carrying, use of which is permitting many men to discard the old envelopes they used to carry for

taking notes. Decline in the use of suspenders and growing popularity of waist belts have also been reported with good prospects of still larger sales. Trade information advises of a slight improvement in the demand for leather gloves during the current season. If encouraged, this trade could record still further gains despite the price differentials between the leather and non-leather varieties.

Upholstery leather is used in automobiles abroad to a much greater degree than on those made in this country. If you will examine some of the imported roadsters which are being imported into this country in larger numbers, you will see definite proof of this statement. Corresponding increase at home should up the demand for upholstery leathers considerably. Producers of upholstery leathers have maintained their position in the furniture field, but much still remains to be accomplished. Trends here depend largely on industry activities and efforts.

Future Prospects

I would like now to recapitulate for you my opinions regarding prospects for the future. Incomes should continue at high levels despite the fact that less overtime will be worked, because employment will stay up. Population growth will extend your market during 1954 so that cooperative industry promotion supplemented by individual firm activity should raise the prospects for larger leather sales.

Shoes will continue to absorb more than 80 percent of the leather consumed and there are favorable opportunities for enhancing the sale of footwear. Slight gains in the per capita shoe consumption and larger sales made possible by the increased population indicated for 1954 should result in larger leather consumption. Good merchandising could encourage extra pair sales for casual wear in view of the increase in leisure and vacation time now enjoyed by an increased proportion of the population. This trend is expected to grow and afford still greater possibilities as time passes.

Increase in the number of people taking vacations has afforded good opportunities for still higher luggage sales. Other needs of the vacationers could also be catered to, thus bringing about improved sales of leather goods. Fair progress has been made in such products as waist belts, wallets, and gloves during the current season and every effort should be made to keep this trend alive.

— END —

DAWSON SPEECH

(Concluded from Page 21)

the fundamentals and principles involved. Inasmuch as each progressive tanner must develop the characteristics of his desired end product, he must realize that his organization must be capable of applying these innovations for his most efficient use. The people who bring these developments to the tanner are not, in any way, in competition with the tannery superintendent and his personnel; because it is only through complete cooperation that improvements can be made.

Now, as to the problem of attracting the desired type of technically trained personnel to the leather industry, perhaps the excellent approach used by the Leather Industries of America in their work would be worthwhile considering. Their problem is to awaken the public to the value of leather, and they are succeeding.

Our problem is to sell scientific personnel on the advisability of choosing the leather industry as their career. This approach to the market for technical manpower is but the normal method used by the major chemical companies. We cannot allow the competitor to take his choice and to let us take the less desirable available personnel. Before we can hope to compete successfully with chemical industry, the first job is to let the chemists and engineers know that leather is not on the way out, but that on the contrary, the potentialities for people with imagination and energy are quite extraordinary in this field.

O'FLAHERTY SPEECH

(Concluded from Page 22)

on lesser proportions. The reason is that in the equation of costs with which every tanner wrestles day after day there have been some very significant changes. We cannot forget that the cost of labor emphasizes the importance of productivity, and productivity must be identified with equipment. Consequently, what might have once seemed a very formidable capital item may be relatively less significant nowadays. Capital costs have to be measured not by the initial outlay alone, but also by the speed with which that outlay can be amortized through savings.

If such systems in any of their possible adaptations offer hope for greater control, flexibility, materials saving and greater productivity, they may well be the means of pushing back the limitations which have heretofore restricted basic changes in tannery operation.

DeWITT SPEECH

(Continued from Page 25)

apt to accumulate on the uncoated side, and unless protective measures are initially taken at the time of installation, the fabric may decay.

The water repellent dyes promise to render a signal service in leather coloring. The very structure of many of these dyes gives promise of germicidal as well as insecticidal properties. The use of these dyes provides a leather surface coated with a hydrocarbon film, which provides an excellent base for the application of very thin, yet effective non-clogging lacquer films, which will leave the leather free to breathe and thus evacuate or prevent accumulation of water on the underside of the leather upholstery.

The ideal solution of the crocking problem would be to have a large number of tiny, harmless safety pins that could be used by Maxwellian demons to pin each molecule of dye or resin to the fibers and to each other. These pins would have to be so very small that one could sit on thousands of them at one time, yet not be aware of it. This concept, foolish as it may seem, leaves one, even though it shouts at the stars, with a challenge to re-examine the real causes of stick-to-itiveness with regard to things.

If one could get sufficient depth of color with a layer of dye five molecules thick, there would probably be no such a thing as crocking. But when it takes 200 to 1,000 molecular layers of dye, one on top of another, to give a desirable shade, is it any wonder that the pile of blocks frequently topples over when we tickle it just above its base.

Let us speculate on what would happen if we could loosely anchor the dye molecules together with our submicroscopic, non-sticking safety pins. If we attached the dye molecules at one point only, a point where the color structure of the dye was not seriously affected by the union, then we would have a long, colored molecular string 15 to 1,000 molecules long anchored at one end.

Presumably these molecules would be folded up like long pieces of uniformly creased paper. If we could catch hold of the last molecule in the series we might be able to stretch out the molecular string concertina-wise to its full length. Perhaps we could cut it in two if our scissors were small enough. Maybe we could, in the extended state, pin these strings together at one or more places. If there were too many of such side anchors, then the molecules of dye would become stronger at the top than their bottom connection with the fiber. Then no matter how firmly they were anchored at the fiber, one would be able by straining the fiber at its surface to split off sections of dye molecules.

Thus our first difficulty, frequently called "crocking," might have been brought into existence. What is the cure for such "crocking"? Several possibilities present themselves. We might make the "safety pins" stronger at the base, just strong enough so that the force necessary for rupture of the "pinned" joints of the molecule do not exceed the strength of the fiber anchor joint.

We might strengthen the base anchorage of the molecular string by pouring a layer of cementing material about the base of the tiny color strings, the idea being to make the effective anchor area at the fiber surface connection. Again, the trouble is getting the base film thin enough. We discard the idea finally because the fibers can't breathe. Ever wear a plastic rain coat?

Another approach is to find some way of chemically or physically attaching the surface particles to one

another. But thereby we have resorted to pins again. We're back to where we were, or are we? Perhaps all of this makes us realize that it is high time to get going on a research program that will supply some of the answers. It is certain that we cannot find these answers unless we have more fundamental information about the nature of leather. Indeed, if leather is to compete with modern synthetic fabrics, this information should be in hand now.

There is no doubt that now dyes with water repellent properties can be made and applied to leather. There is no doubt that water repellence without color can be imparted to leather. There is, however, a real need for both water repellence and color applied in such a manner as to allow leather to breathe. There is need for a method of prevention of "crocking."

COMPTON SPEECH

(Concluded from Page 24)

ball and carry it when the supplier has run the ball well down the field. In the view of many suppliers, the leather industry is more likely to sit on the ball than it is to pick it up.

We believe that the leather industry can grow—not die—as the result of proper, efficient, investment in research. The direction should be toward unexplored horizons in the development of new and better leathers—products that cannot be reproduced by any other industry. We should lead from strength and not be content merely to follow suit.

The most efficient research investment for the industry would be a cooperative program such as is being prepared by the Laboratory Committee. In addition to the fundamental information which will be basic to true growth of the industry, there should be a by-product in that more suppliers will become interested in the leather industry and contribute their efforts in addition to the industry's own. The advertising efforts of LIA, The Upholstery Group, and others have given the preliminary evidence that is needed, but now further evidence is needed from a research standpoint. Individual leather companies are initiating expanded research programs on their own, but these seldom involve much basic research—they are limited more to product improvement and development. We need an expanding volume of fundamental information in order to make the industry really grow.

HAWKINS SPEECH

(Continued from Page 26)

handling in most tanneries would reveal a plant-wide cost far in excess of that generally envisioned by a nose count of the workers designated as material handlers, truckers, etc. The difference is buried in direct labor costs or other burden expense classifications.

A well-engineered material handling cost reduction program must therefore start with a survey which will establish the facts with respect to all the elements of all the jobs, both direct and indirect, where material is handled.

This survey should register both time and distances. Time should be stated by element, determined either by time study or estimate. Distances should be recorded by segment and plotted on a layout, showing location of the existing buildings as well as the equipment and storage space within the buildings.

To complete his data for the attack on material handling costs, the engineer should also secure a representative schedule as to the anticipated throughput of product.

He is now ready to attack the problem in an analytical and factual manner. While there may be some variation in the following steps, all of

them are necessary to do a comprehensive job.

Processing methods should be the first step in the analysis. A flowchart, showing the sequence of movement through the operations, should be made. This chart should show the distance traveled between operations, the number of times the material is placed in any kind of storage, the processing time of each operation and the handling time at each step in the process.

A study of this chart together with a full understanding of the process in its entirety will reveal where operations can be grouped to eliminate rehandling at each operation as well as the points at which conveyors, hoists or other mechanical aids can be employed to advantage.

The second step is to make a plant layout based on first, the processing methods developed in the methods study, and second, the loading of the equipment based on the anticipated throughout.

The ideal layout, or its nearest approach, may require some additional construction, removal and relocation of partitions, removal and relocation of equipment, elimination of elevators, cutting into walls, etc. It may entail capital expenditures which cannot be made entirely at the time. Still, with such a plan, as the ultimate goal, moves can be made toward the final plan as the opportunity arises. Without such a plan, money made available for modernization will not be spent to the best advantage.

With the production flow and layout satisfactorily resolved, the location of the raw material and direct stores should be determined. While of secondary importance, as compared with the location of the processing equipment, it is usually of prime importance with respect to material handling costs.

Certain fundamental objectives are obvious in the location and allocation of space for raw materials and stores. They are:

Close proximity to receiving dock;

Close proximity to point of issue;

Adequate space for storing material based on a projection of usage and turnover;

Adequate aisles or headroom to permit selected material handling equipment to function efficiently;

Adequate protection to permit good material control.

50 Percent Savings

One case study revealed that the location of the processing equipment for the basic skin preparation was satisfactory. However, recommendations were made for handling bulk materials, such as hides, lime, salt, bichromate, shavings and glue stock, with a fork lift truck at a savings of more than 50 percent of the former cost.

To accomplish this it was necessary to erect a small addition to one of the stores, move some of the auxiliary equipment and provide wider aisles in which the lift truck could operate.

In another case it was found to be desirable to eliminate an elevator, use the shaft as a conveyorway to take supplies to the second floor, from which point they were dispensed through chutes, pipes, etc.

Each case is different. Each has a solution which can be beneficial. Each of us thinks our particular problem is unique. However, there are similar problems, either in the tanning industry or other industries, which have been satisfactorily resolved.

It seems an anomaly that the most important factor in any well-planned material handling program is to devise ways and means of eliminating the handling. Nevertheless, it is only after unnecessary material handling is eliminated, and the remainder performed by the most efficient methods, that the job can really be considered complete.

BERENS SPEECH

(Continued from Page 27)

ary and a moving part, allowing mechanical power to be transmitted from one area within which the fluid is confined into another section from which the fluid is to be excluded.

The mechanical leather field includes two major components, the tanner and the fabricator of finished parts. In some cases a single company may be both a tanner and a manufacturer. Others are strictly tanners supplying leather to companies who are strictly fabricators. Total sales of finished leather packings during 1952 were approximately 10 million dollars while sales of leather oil seal (which, of course, included metal component parts) were about 40 million dollars.

The problems of the mechanical leather tanner or a packing manufacturer include all those of any other tanner or a shoe manufacturer with one very important exception, color. We have similar problems with respect to dimensions, shape, flexibility, and wearing qualities. Where a shoe manufacturer is concerned with comfort and style, we are interested in a material and design that will give the best performance in terms of low leakage and long life.

Desirable Properties

Leather has many properties which make it desirable as an oil seal or hydraulic packing material. Leather itself is not ordinarily affected by oil. It will stand considerable pressure without extruding due to its high tensile strength and millions of interlaced fibers. It will withstand a wide range of operating temperatures. (In fact, leather is one of the few materials which will remain flexible at the temperature of liquid oxygen, —300°F.) Leather has a low coefficient of friction. It will not ordinarily bond to metal nor corrode it. It can be stored almost indefinitely. It is flexible and can be formed by heat and pressure into a variety of shapes.

Against these advantages leather has one property—porosity—which nearly overbalances them all from the mechanical leather standpoint. This very characteristic which makes it an excellent material for shoes makes leather a less satisfactory source of oil seals and packings, and unless filled or coated in some way oil will run through it practically like a sieve. However, with proper treatments designed to control the porosity, leather can successfully meet a variety of operating conditions hardly equalled by any other material. Objectionable leakage is eliminated, yet lubrication is provided at all areas of contact so that friction and wear are minimized.

Furthermore, unlike most of the commonly used raw materials of manufacture, leather is extremely variable in its properties and composition. Even the weather affects leather so that in summer we are working with a somewhat different material than in winter. This is an extremely significant problem since the absorption of water by leather is accompanied by an increase in size. Packings made in the summer may become smaller in the winter; those made in winter will certainly become larger next summer.

In discussing the improvement of mechanical leather we are primarily concerned with two major problems:

a) The improvement of leather as a raw material, and

b) The elimination of that porosity which results in undesirable leakage.

By "the improvement of leather as a raw material" I would include anything which could be done to improve leather up through the tanning process as generally practiced today. I realize that to dream of raising steers

It's supremely efficient!

It's time saving and money-saving!

It's easy to use!

FULTON COUNTY Oscillating BUFFER

with Pneumatic "Toe Control"*

When 4 out of every 5 of the nation's leading tanners specify a machine it *has* to be good! And that's how popular the FULTON COUNTY OSCILLATING BUFFER with pneumatic* opening and closing is with leading manufacturers.

This precision-engineered machine is designed to perform superb buffing and snuffing . . . one simple operation buffs a side or a hide . . . and will increase production by 12%. The Jenkins metal core brushes last longer, perform better; the machine's sturdy, lifetime construction assures years of repair-free operation at minimum upkeep-cost; just two turnbuckles to set and the finest buffer in the industry is ready to go to work for you. It's available in 40, 50 and 60 inch widths.

With Fulton "Toe Control," fatigue is decreased as production is increased. It can be custom-fit to accommodate your operator . . . high or low, left or right for most convenient operation. And in most cases, Fulton engineers can convert your present equipment to oscillator type machines and install "Toe Control" — all at surprisingly low cost with no wait for delivery.

Please write for all particulars.

optional at slight extra cost

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71 WEST FULTON STREET • GLOVERSVILLE, NEW YORK

Overseas Representative—WOLFF INTERNATIONAL, INC., 2577 North Teutonia Ave., Milwaukee 6, Wis.

Eastern Representative—GEORGE FROMER CO., INC., 27 Walnut Street, Peabody, Mass.

like turkeys, off the ground, free of tick bites, barbed-wire scratches, brand marks, or other surface blemishes is to be utterly unrealistic. These flaws may be cleverly and justifiably advertised by a California tanner as giving character to leather, but to a mechanical leather producer these same marks are of serious concern as a possible source of weakness or of leakage.

The improvement of leather through advances in tannery processes and techniques is not just a dream; it is a constantly progressing reality. The chrome tanning of hides was an important contribution to the economics of leather, but to us in the mechanical leather industry it was much more important because it enabled leather to be produced having heat resistance unheard of with straight vegetable tannins. Vegetable-tanned leather has a shrink temperature of about 180°F. That is, at about that temperature in water vegetable-tanned leather will shrink rapidly and become completely unusable; upon drying the leather will be hard and brittle and totally unlike the original sample.

Will Not Shrink

A good chrome-tanned leather will not shrink significantly or undergo much physical and chemical change at the boiling point of water even if this boiling water test is conducted for extended periods of time. Such a chrome leather will have a shrink temperature of about 220°F.

Surprisingly, perhaps, a high quality mechanical chrome vegetable retan may have a shrink temperature of at least 240°F., while experimental work on retanning and on a wide variety of synthetic resin tannages indicates that this present-day limit may be significantly raised in the near future.

With industrial equipment running at higher speeds and all of us moving ever faster by our various means of transportation, the operating conditions under which a packing or oil seal must perform satisfactorily are becoming more and more severe, especially with respect to temperature. But the desired improvements in leather's heat resistance must be made without sacrifice of those good properties of leather, and they must be real and practical, not just theoretical or laboratory improvements.

The whole problem of improving leather for mechanical purposes should be approached—by industry and by groups such as the Tanners' Council Laboratory — as a problem unique in itself, demanding special answers not necessarily applicable to the leather industry as a whole.

Considerably more time, effort, and money has been spent by the mechanical leather producers on the improvement of leather through the elimination of that porosity which results in undesirable leakage, a problem which has always been one of the chief concerns of the leather oil seal and packing manufacturer.

The earliest attempts to fill leather, or more accurately the spaces between the leather fibers themselves, involved the use of waxes — Carnauba, Monton, Paraffin and many others. The wax was melted and the leather immersed in the melt until saturated, possibly using pressure or vacuum techniques to insure rapid, complete impregnation. The part was then removed from the hot melt, drained, and cooled. The result was a reasonably impervious leather but not, at the same time, an ideal product. Flexibility had usually been lost, although that varied widely with the particular wax. The wax was frequently soluble in oil and, worst of all, nothing prevented it from washing out under pressure as operating temperatures neared the wax's melting point. The combined effects of solubility and washing out due to heat and pressure have often proved disastrous. Nevertheless, wax-filled leathers are still widely used in the industry and at moderate pressures and temperatures are frequently very satisfactory, particularly in pneumatic applications operating near room temperature where there is a relative absence of oil.

Wide Variety

A wide variety of coating materials have been used to prevent the passage of liquids through leather. Although there may be some advantages to the use of impervious coatings, there are at least two major drawbacks. Cut edges are not sealed, which in some cases allows oil or air to pass through the leather almost as if there were no coating present at all. Perhaps an even more serious objection is that a completely impervious, surface coated leather no longer allows any lubricant to reach the rubbing surface (a property which is one of the chief advantages of a properly impregnated controlled porosity leather). It has been suggested, for example, that we coat leather with an oil-resistant synthetic rubber; but then if a customer asks us, "Why are you going to coat a leather seal with rubber, why not give us a rubber seal in the first place?" we have very little that we can answer.

In line with the vast development of synthetic resins, rubbers, and plastics during the past few years, it has been felt for some time that a superior leather treatment could be found by utilizing some of these recent discoveries, using them as impregnants where the material is deposited within the leather rather than on the surface. Suitable impregnating materials would be those which would not dissolve in oil, which will not melt and come out of the leather at the seal's operating temperature, and which are liquid enough to penetrate thoroughly into the leather so as to fill the pores without leaving a surface coating. In addition, the impregnating materials must be flexible, must age well (that is, not become hard and brittle after sitting around on a customer's stockroom shelf), and they must be capable of being formed and cut into the desired shape. Preferably they should be cheap; unfortunately most of them are not.

The First Work

The first work using synthetic resins as leather fillers was done by dissolving them in a suitable solvent, saturating the leather, and then evaporating off the solvent, leaving the plastic deposited in the leather. This was reasonably satisfactory, with the chief drawback being that it was difficult to get enough resin into solution and still maintain a viscosity suitable for impregnation. Unless a sufficient amount of material was put into the leather, leakage was not appreciably reduced; too high a concentration of resin in the impregnating solution left the leather unevenly coated with a highly undesirable mess.

Leather impregnations based on this solvent impregnation technique, using resins such as the polyacrylates, polymethacrylates, or similar materials are, however, being successfully used in the industry today.

Of considerably more significance are the newer leather treatments which use reactive monomers or low molecular weight, liquid resins for impregnation. Then, after they are placed in the leather, these liquids are converted to high molecular weight, rubber-like materials having excellent oil resistance and melting points, if any, far above any normal operating temperature. By using resins of this type it is possible to put almost any desired amount of filler into the leather, thus controlling the porosity over the entire range

from practically unfilled leather to leather which is essentially nonporous.

Typical examples of these reactive liquids suitable for use as leather impregnants would be various acrylate monomers, vinyl monomers, low pressure laminating resins, low molecular weight epoxides, or the Thiokol liquid polymers. It is at least worthy of note that a number of packing manufacturers are using the Thiokol liquid polymers in their production at the present time—with varying degrees of success. It is an outstanding example of a chemical's starting out in a field quite foreign to mechanical leather and, after extensive research by individual members of the industry, being adapted to their own particular needs.

Using these liquid resins isn't necessarily easy. The problems involved in carrying out to the desired degree exactly the reaction one wants within the pores of leather are far too numerous to mention.

Just as the sole leather producers have been faced with a serious threat to their markets in the high styrene-butadiene copolymers, the manufacturers of leather oil seals and packings have been confronted with an equally dangerous threat in the form of the oil-resistant synthetic rubbers such as Neoprene, Hycar, or Thiokol.

There are a number of ways in which the competition of these oil-resistant materials can be approached by a mechanical leather producer. He can, for all practical purposes, abandon hope — curtailing production or perhaps even going out of business, never a very happy prospect to contemplate. Or he can start producing synthetic rubber parts in direct competition with his own leather production, and in competition with both his leather and synthetic rubber competitors. Or he can, through his own engineering and chemical research efforts attempt to improve his product to meet this new competition and to put his leather products into those applications where there are real, not just rationalized, reasons for using leather.

Some Have Given Up

Some companies have just given up, some have gone into the synthetic rubber business. Others have carried out and are continuing to conduct extensive improvement programs. Obviously these last two alternatives are not mutually exclusive, since it is quite possible to produce synthetic rubber products while at the same time attempting to improve leather.

There is yet another way to meet this threat of ever increasing markets for mechanical leather. That would be a joint effort on the part of those interested mechanical leather producers in conducting a joint research program with the Tanners' Council and National Hide Assn. with two major aims: the improvement of leather as a raw material for subsequent packing manufacturer, and the development of improved impregnants.

Much valuable work has been done on dimensional standardization by the Mechanical Leather Packing Division of the American Leather Belting Association; practically nothing has been done on an industry-wide, cooperative basis toward evaluating improved tannages or possible impregnating compounds.

We obviously cannot rely on yesterday's methods to meet tomorrow's competition. Meetings of organizations like this, the Tanners' Council, like the American Leather Chemists' Association, must continue to assume the progressive leadership the leather industry needs.

— END —

LEVITAN SPEECH

(Concluded from Page 28)

"	3%	"	Thailand
"	2%	"	Australia
"	1%	"	India
"	7%	"	Uruguay
"	4%	"	Philippines
"	2%	"	Formosa
"	15%	"	The rest of the World.

The 1952 import figures are as follows:

16,974	tons	from	United States
6,205	"	"	New Zealand
3,806	"	"	Australia
1,583	"	"	Java
1,392	"	"	Pakistan
772	"	"	Uruguay
768	"	"	Canada
747	"	"	Burma
572	"	"	Philippines
516	"	"	Holland
491	"	"	Argentine
292	"	"	Sweden
152	"	"	Okinawa
141	"	"	Thailand
62	"	"	South Africa
56	"	"	India

924 tons from other countries not specified.

This means that the United States, by exporting about 48 percent of Japan's total import in 1952 was by far the largest exporter. New Zealand and Australia were also exporting sizable quantities, while Argentina slipped badly.

Due To Higher Market

This was primarily due to the higher market existing in Argentina at that time and also due to the small quantities available there as a result of the drought situation during the previous years. With Red China entirely out as a source of supply, it is only natural that they turned to us for their raw materials, and particularly so because we here have enjoyed the lowest hide market in the world.

The figures I have given you clearly show that there is absolutely no possibility of Japan's shipping United States hides to the communistic countries, but it points to the fact that we have maintained our position and in addition, have replaced China as a source of supply.

To do business with Japan is not a very simple matter, because today Japan is faced with serious financial and economic problems. Their imports of food stuff and raw materials have far exceeded their exports, with the result that hard currency has been very difficult to obtain in Japan. The allocation of dollar funds made by their government to the leather industry has been very small and the importers have had to struggle with international switch operations and retention fund purchases in order to obtain the necessary dollar funds.

The hide business in Japan varies from that of our country insofar as the tanners do not buy directly from the shippers in the foreign countries, although they are, in most instances, fully aware of who the shippers are. The buying is done by importers, of which there are five large firms and a number of smaller concerns. These importers obtain the orders from the tanners, apply for import licenses and complete all the financial transactions in obtaining dollar funds, and in many cases, also take the risks in carrying the accounts.

It is very difficult at this time to make a long-term prediction about the continuation of our exports in hides and skins to Japan. That will largely depend on the developments in our international situations that are facing us today. One thing, however, is certain, and that is that our packing house industry should consider themselves very fortunate to have Japan as the important buyer she has become in face of the tremendous kill we are having.

REGISTRANTS

(Concluded from Page 88)

Weiss, E. F., Buckman Laboratories, Memphis, Tenn.
Weiss, Fred G., Ben W. Seidel & Co., Boston
Wemple, Geo. B., Mutual Chem. Co., N. Y. C.
Wenzel, Chas. J., Sands & Leckie, Boston
West, Al, Detroit Hide Co., Detroit
Willis, H. R., Salem Oil & Grease Co., Salem, Mass.
Wilson, Laird, Lapham Bros. Co., Chicago
Witt, M. N., Swift & Co., Chicago
Wittmann, W. F. The Cudahy Packing Co., Omaha
Wohlman, Irving, Wohlman & Sons, Inc., Detroit
Wohlman, Seymour, Wohlman & Sons, Inc., Detroit
Wootan, Chas., Industrial Commodity Corp., N. Y. C.

Zalcman, H., Chemhouse Products (Alsia) Pty., Ltd., Victoria, Australia
Zeitlin, David, Morris Feldstein & Sons, N. Y. C.
Ziegler, Frank, Tan-American Corp., N. Y. C.

Deaths

A. Roscoe Smith

. . . 53, *shoe wholesaler*, died Oct. 19 while on a business trip to Houston, Texas. Active for many years in the shoe industry, he was president of Graham-Brown Shoe Co., Dallas wholesale firm, which he joined in 1920 as a bookkeeper. He was named president in 1948. He was also secretary-treasurer of Austin Shoe Stores founded in 1936 by Graham-Brown stockholders and operating retail shoe stores throughout Texas and Louisiana. He was also a director of the Dallas Wholesalers and Retailers Association. Surviving are his wife, Mildred K.; two daughters, Stephanie and Susan; and a brother, Eric W.

Charles E. Rogers

. . . 63, *shoe executive*, died recently at a hospital in St. Louis, Mo., after a long illness. He was assistant superintendent of the International Shoe Co. plant in Paducah, Ky., and a former resident of Cape Girardeau, Mo. His wife survives.

John J. O'Hare

. . . 68, *shoe executive*, died recently after a brief illness. A native of Salem, Mass., he had lived in Lynn for the past 28 years. Formerly superintendent for the Lenox Shoe Co. at Freeport, Me., he was associated with Sherman Shoe Co. prior to his retirement several years ago. He was active in religious affairs. Surviving are two sons, John J., Jr., and Robert H.; a daughter, Mrs. Lillian Reynolds.

CLASSIFIED ADVERTISING

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Cash Buyers of All Grades of Animal Hair

Horse and Cattle Tails
Horse and Cattle Tail Hair
Mane Hair — Hog Hair

KAISER-REISMANN CORP.
230 Java St., Brooklyn 22, N. Y.
Telephone: EVergreen 9-1032-3

For Sale

Randall Band Knife Splitting Machine. Address Box Number X-11. c/o Leather and Shoes, 10 High St., Boston 10, Mass.

Blue Splits For Sale

TRIMMED AND SORTED for weight and grade. Large quantities. Steady supply. Tell us what you are making and we will furnish a suitable selection.

Address K-1,
c/o Leather and Shoes,
300 W. Adams St.,
Chicago 6, Ill.

Fleshing Machine For Sale

FOR SALE: Aulson 54-inch hydraulic fleshing machine, 6 years old. Very reasonable.

Address K-21,
c/o Leather and Shoes,
300 W. Adams St.,
Chicago 6, Ill.

Wanted

FOR EXPORT

WE WILL PAY CASH for Close Outs Whole Stock Upper Leather—any quantity Calf, Kid, Sides, Suedes, Kips, etc.

Address K-22,
c/o Leather and Shoes,
300 W. Adams St.,
Chicago 6, Ill.

For Sale

1,000 gross Red Rayon Shoe Laces—27"
1,000 gross Blue Rayon Shoe Laces—27"
Bulk, mfr'd. by General Shoe Lace.
Excellent condition—35c. per gross.
1,000 pair Rubber Shoe Bottoms for Stadium Boots—35c. per pair.
3,000 pair Stadium Boot Lasts—35c. per pair.

H. LEVETON AND SONS CO.
1411 So. Michigan Ave.,
Chicago 5, Ill.

Rates

Space in this department for display advertisements is $5.00 per inch for each insertion except in the "Situations Wanted" column, where space costs $2.00 per inch for each insertion.

Undisplayed advertisements cost $2.50 per inch for each insertion under "Help Wanted" and "Special Notices" and $1.00 per inch for each insertion under "Situations Wanted."

Minimum space accepted: 1 inch. Copy must be in our hands not later than Monday morning for publication in the issue of the following Saturday.

Advertisements with box numbers are strictly confidential and no information concerning them will be disclosed by the publisher.

THE RUMPF PUBLISHING CO.
300 W. Adams St. Chicago 6

For Sale

Four used LANDIS K12 Stitchers.
One used USMC 48" Dinker.
All machines in perfect condition.
Low Price—must sell immediately.

H. LEVETON AND SONS CO.,
1411 So. Michigan Ave.,
Chicago 5, Ill.

Wanted

SCRAP LEATHER

HAND SIZE AND LARGER—Calf, Kid, Full Grain Table Top, Kip, etc. Any quantity.

Address K-23,
c/o Leather and Shoes,
300 W. Adams St.,
Chicago 6, Ill.

Help Wanted

Two Men Wanted

SALESMAN-DEMONSTRATOR —

Salesman demonstrator leather finishes wanted. All territories open. Drawing account against commissions.

CHEMIST —

Experienced leather finishes chemist wanted. Good proposition to man able to formulate for any type of leather.

Address K-17, c/o Leather and Shoes, 20 Vesey St., New York 7, N. Y.

Salesman

A WELL ESTABLISHED Eastern firm is interested in securing the services of a salesman familiar with transmission, hydraulic and specialty leathers. A splendid opportunity for advancement for the right man. All replies will be held strictly confidential. Address K-18, c/o Leather and Shoes, 300 W. Adams St., Chicago 6, Ill.

Representative Wanted

A WELL ESTABLISHED leather finish manufacturer is looking for a qualified representative to cover the West and Middle West. Good opportunity for the right man. On commission basis. State experience. Address K-24, c/o Leather and Shoes, 20 Vesey St., New York 7, N. Y.

Wanted

Young man, as assistant in Sales Department of importing firm, located in New York City area. Actual tannery experience helpful but not essential. Please submit resume indicating salary required. All replies held strictly confidential. Box X-10, c/o Leather and Shoes, 20 Vesey St., New York 7, New York.

Situations Wanted

Superintendent

Shoe factory superintendent with good record seeks change. Knows cement process thoroughly and is ready to show that he can improve quality and production. Address Box X-12, c/o Leather and Shoes, 10 High St., Boston 10, Mass.

Hide Man

POSITION WANTED: Years of experience in curing, buying and receiving hides.

Address K-20,
c/o Leather and Shoes,
300 W. Adams St.,
Chicago 6, Ill.

Canadian Sales Agency Wanted

FIRST CLASS GERMAN SHOE MACHINERY WORKS, specializing in machines for welted shoes, wishes to get in touch with Canadian firms who are interested in acting as sales agency for Canada.

Address K-19,
c/o Leather and Shoes,
300 W. Adams St.,
Chicago 6, Ill.

INDEX TO ADVERTISERS

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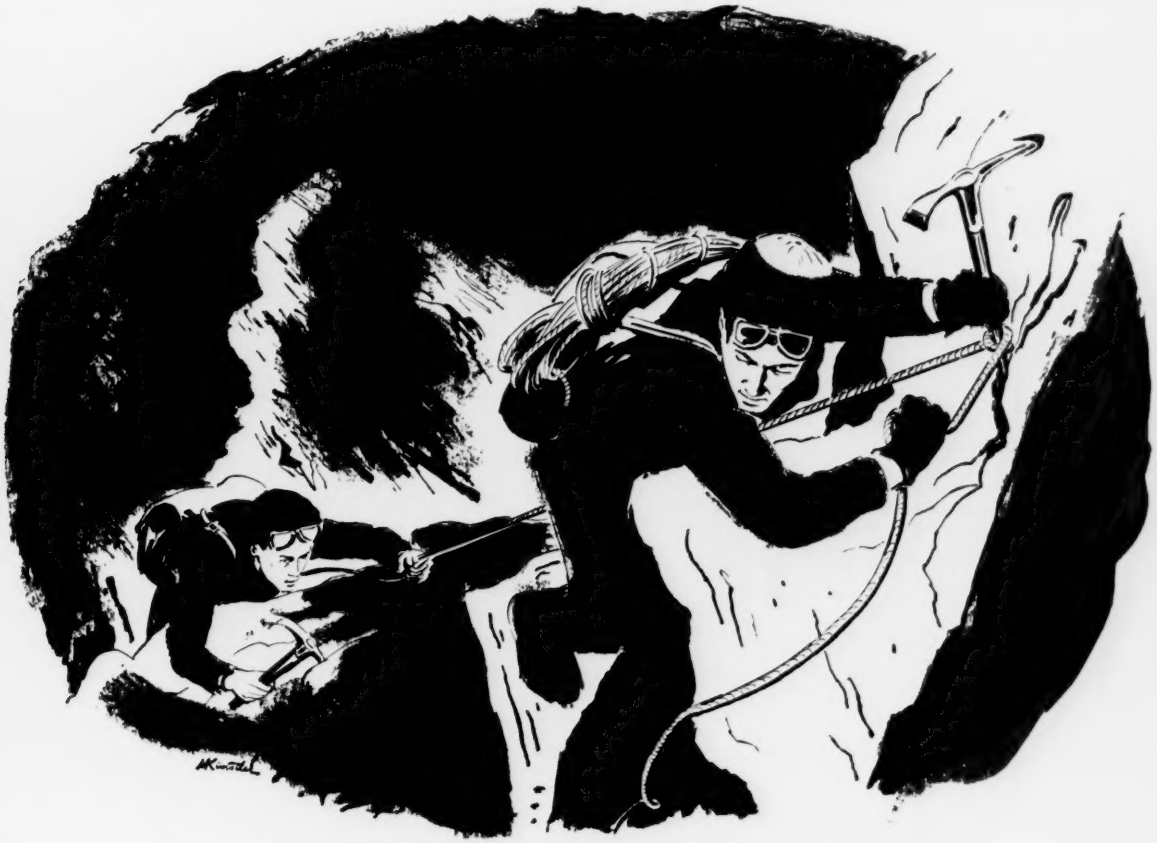

...and with NOPCOLENES that means surface lubrication with controlled penetration

IN mountain climbing, perfect balance and coordinated action, sure penetration of piton and axe in ice or rock, can mean the margin between a successful step upward or a perilous plunge downward.

In fatliquoring leather, as in mountain climbing, *balanced* performance—effective *dual action*—is vital. That's why the new, *double-action* Nopcolene* fatliquors are so important to your leather processing.

These specially developed products give excellent surface lubrication plus controlled penetration—a balanced performance that results in tight grain, good tensile strength and stitch tear, at the same time permitting the tanner to achieve whatever degree of temper, softness, hand, break or stretch desired.

Nopcolene fatliquors are readily soluble. Since many of them are moisture-free, others containing not more than 6-7% moisture, you save on freight, handling and storage.

Unless you are already using Nopcolenes, try them for leather products that can mean greater profit and prestige for you. Send today for full details.

FREE! This book gives up-to-the-minute data about Nopco's Nopcolene* fatliquors and formulas for various leathers. Write for a copy.

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